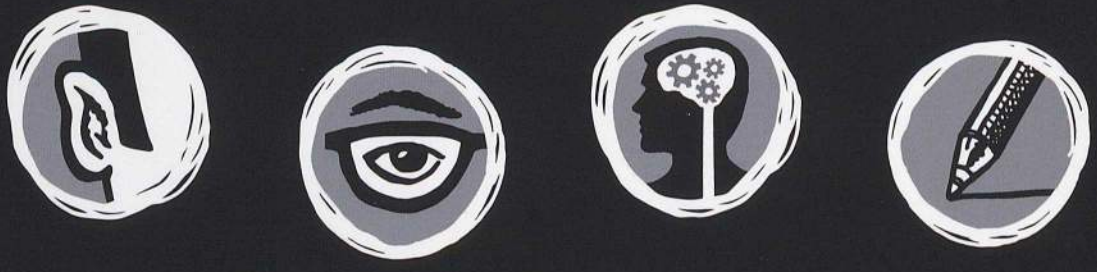
VIDEO Edition

the Sketchnote HANDBOOK

→ THE ILLUSTRATED guide ← to VISUAL NOTE TAKING



by MIKE ROHDE
the illustrator of REWORK

THE SKETCHNOTE HANDBOOK VIDEO EDITION:
The illustrated guide to visual note taking

Mike Rohde

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To Gail, Nathan, Linnea, and Landon,
thank you for your support on this
long and challenging journey.

You are the reason I work so hard
to create things and share my ideas.

I love you.

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TAKING ON A PROJECT OF THIS MAGNITUDE is a great reminder of just how valuable my family, friends, colleagues, and community are. Without them, I'm certain *The Sketchnote Handbook* would not have happened.

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FEATURED SKETCHNOTERS: Binaebi Akah, Craighton Berman, Boon Chew, Veronica Erb, Jessica Esch, Alexis Finch, Michelle George, Eva-Lotta Lamm, Gerren Lamson, Matthew Magain, Timothy Reynolds, Francis Rowland, Chris Shipton, Paul Soupiset, and Kyle Steed, thanks for your contributions.

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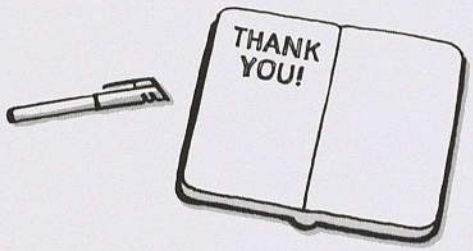
JON MUELLER, thanks for speaking on the video and allowing my sketchnotes of your talk to become such a key part of the book and video. I've been honored to call you a friend and appreciate your guidance in the creation of my first book.

FRIENDS AND COLLEAGUES, thanks for your reviews and feedback about the book and video in production. This is a better book because of your help.

TO THE SKETCHNOTING COMMUNITY, thanks for your support through the years. I'm excited to see where our community will go and how it will grow once this book reaches new readers and viewers.



ABOUT THE AUTHOR

MIKE ROHDE has a passion for simple and usable design solutions. That passion, along with his lifelong habit of recording concepts and observations through sketching and doodling, inspired him to develop sketchnotes—a practical art that translates simple and complex ideas into easily recalled bits of information.

Professionally, Mike focuses on user interface, user experience, visual design, and icon design for mobile and web applications at *Gomoll Research + Design* in Milwaukee, Wisconsin.

As a sketchnoter, Mike provides live, real-time sketchnotes of events, meetings, and experiences in venues across the United States.

In his illustration practice, Mike uses his unique drawing style to amplify and clarify ideas. His work has been featured in *REWORK*, the best-selling book by Jason Fried and David Heinemeier Hansson; *The $100 Startup*, a best-selling book by Chris Guillebeau; and *The Little Book of Talent* by Daniel Coyle.

Community and sharing are important cornerstones of Mike's philosophy, as evidenced by the creation of *The Sketchnote Army*, a website dedicated to finding and showcasing sketchnotes and sketchnoters from around the world.

Mike has also shared his thinking, design process, and samples of his design and illustration work at his personal website, rohdesign.com, since 2003.

Mike lives with his wife, Gail, and children, Nathan, Linnea, and Landon, just outside of Milwaukee. He's an avid Green Bay Packers fan.

Learn more about Mike at **rohdesign.com**.

CONTENTS

1 WHAT ARE SKETCHNOTES? 2

- Sketchnotes Were Born of Frustration!
- How Are Sketchnotes Created?
- Can I Create Sketchnotes?
- Ideas, Not Art!
- One Step at a Time

2 WHY SKETCHNOTE? 26

- Sketchnoting Engages Your Whole Mind
- Sketchnoting Creates a Visual Map
- Sketchnoting Helps Your Concentration
- Sketchnoting Taps Your Visual Language
- Sketchnoting Is Relaxing
- Creating Sketchnotes Is Dynamic and Fun!

3 LISTEN UP! 44

- The Keys to Listening
- My Listening Approach
- Practice Your Listening Skills

4 THE SKETCHNOTING PROCESS 56

- Research
- Gather Materials
- Arrive Early
- Create a Title
- Sketchnote
- Photograph
- Scan, Tune & Post
- Anatomy of a Sketchnote
- A Sketchnote from Start to Finish

5 TYPES OF SKETCHNOTES 84

- Style Plus Thinking
- Structure, Then Style!
- The Art & Structure Scale
- Sketchnoting Patterns
  - Linear
  - Radial
  - Vertical
  - Path
  - Modular
  - Skyscraper
  - Popcorn
- Patterns Are Starting Points

6 SKETCHNOTING APPROACHES, HIERARCHY, AND PERSONALIZATION 122

- Real-time Sketchnoting
- Two-stage Sketchnoting
  - Two-stage Pencil to Ink Approach
  - Two-stage Rough to Refined Approach
- Creating a Hierarchy
- Personalization
  - Commentary
  - Humor
  - Whimsy

7 SKETCHNOTING SKILLS & TECHNIQUES 146

- Skills & Techniques
- The 5 Basic Elements of Drawing
- 5 Basic Elements Exercise
- Drawing People
- Drawing People Exercise
- Drawing Faces
- Drawing Faces Exercise
- Drawing Type
- Drawing Type Exercise
- Penmanship
- Drawing Visual Elements
- Build a Visual Library
- Visual Library Exercise
- Drawing Metaphors
- Tools for Sketchnoting
- Sharing Sketchnotes

INTRODUCTION

IT WAS THE WINTER OF 2006 AND I COULDN'T TAKE IT ANYMORE.
I was done. Fed up. I vowed not to take another note with a mechanical pencil or with a giant notebook until I'd found a better way to take notes.

Thinking back, I'm not sure how note taking had become such a burden. In high school and college, I enjoyed expressing ideas visually—easily blending words with drawings, diagrams, and typography in my notebooks.

Somewhere in the process of growing up and getting a job, I lost my way. The relaxed, visual note-taking approach from my college days had morphed into a fanatically detailed, text-only death march. Ironically, I became a great note taker who couldn't stand taking notes.

The solution to my note-taking problem was a blank pocket Moleskine, stacked neatly on my bookshelf. I'd bought it on a whim a few months before and I realized that its small size, paired with an unerasable pen, could be a perfect way to challenge my overly detailed, note-taking mind-set.

In January 2007, I brought my Moleskine and a gel pen to Chicago for a conference to try sketchnoting. Could I take fewer but better notes? If I focused on quality, could I live with seeing my mistakes in pen? Would adding drawings to my notes bring back my joy of note taking? Could taking notes become fun again?

The answer to these questions was a resounding yes! As I captured my first sketchnotes, I was able to slow down and listen for big ideas. I loved the no-turning-back attitude of using a pen. Best of all, I had a great time taking notes again.

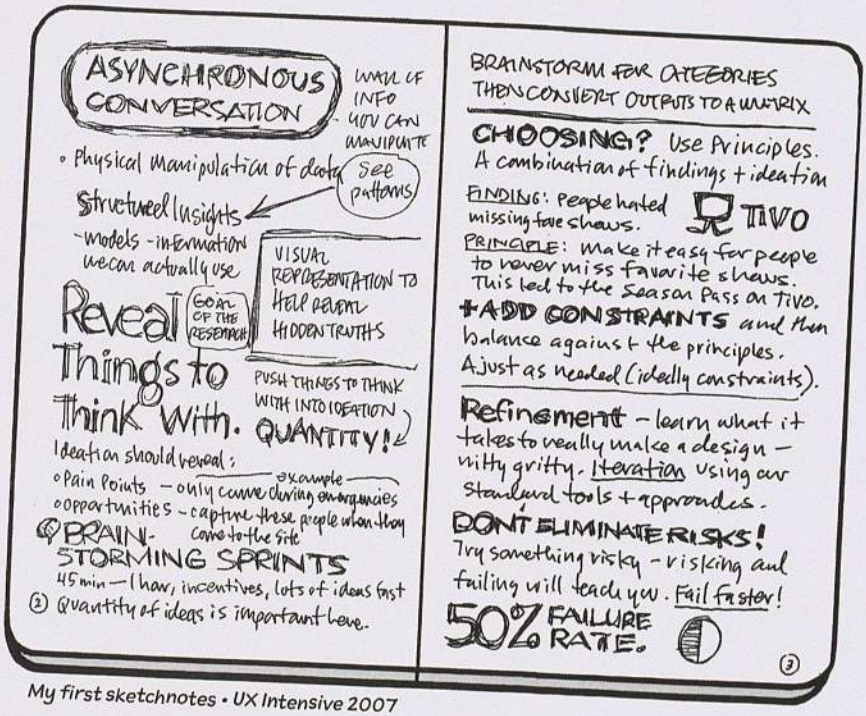
Ever since that mind-altering experience, I've been working hard through my blog, *The Sketchnote Army*, and at live presentations and workshops to share my passion for sketchnoting. I take great pleasure in talking about why sketchnoting enables you to take better notes, explaining how to create sketchnotes, and persuading people to give sketchnoting a try. This passion for sketchnoting is

what drove me to spend hundreds of hours writing, illustrating, and designing this book. I want you to enjoy taking notes as much as I do, and I hope that by the end of this book you will.

WHO IS THIS BOOK FOR?

Whether you believe you can or can't draw, I'm here to tell you that anyone who can make marks on paper can benefit from this book. Sketchnotes are about hearing and capturing meaningful ideas, not how well you draw.

Take it from me, you can create sketchnotes. In this book, I will show you how to draw simple objects, create custom lettering, and use other hand-drawn elements to help you express your thoughts visually. Even if you can't draw a straight line, you can learn to sketchnote with a little practice.

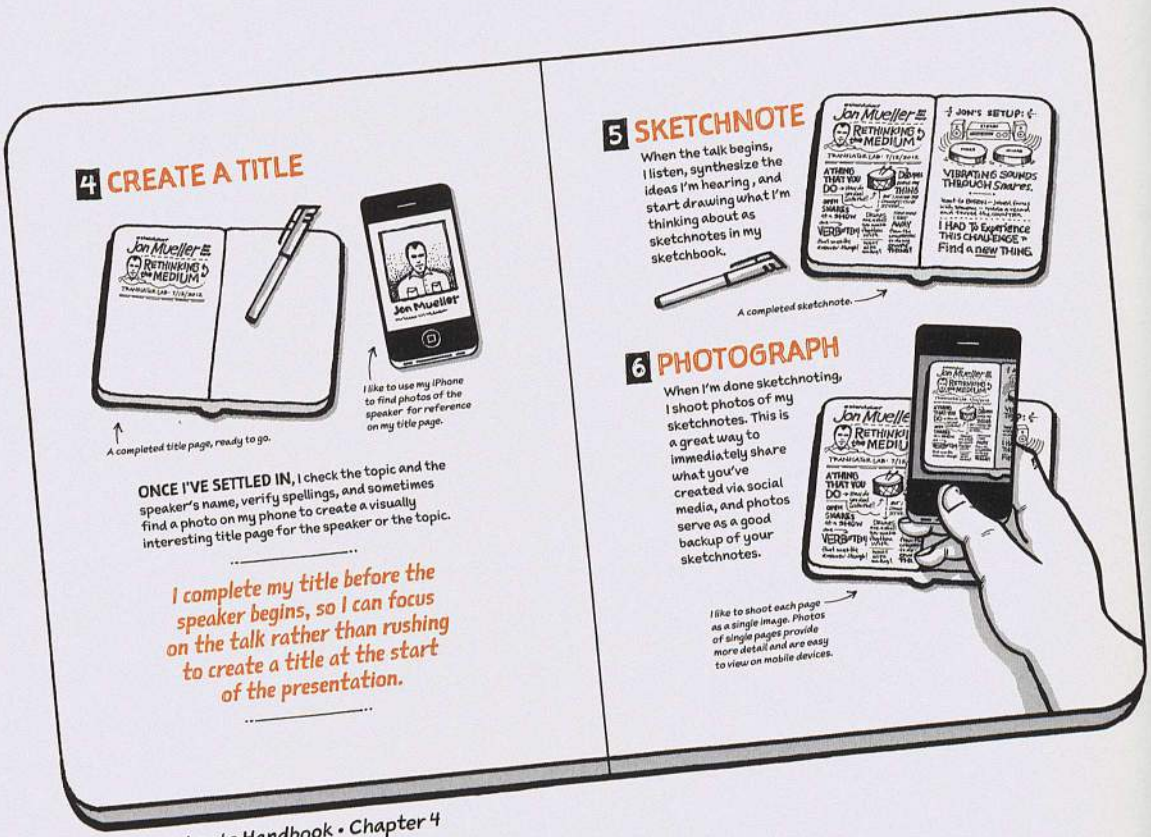

ASYNCHRONOUS CONVERSATION
WAYS OF INFO YOU CAN MANIPULATE
Physical Manipulation of data
See patterns
Structured Insights
-models -information we can actually use
Reveal
GOAL OF THE RESEARCH
Things to Think With.
VISUAL REPRESENTATION TO HELP REVEAL HIDDEN TRUTHS
PUSH THINGS TO THINK WITH INTO IDEATION
QUANTITY!
Ideation should reveal:
Pain Points - only come during emergencies
opportunities - capture these people when they come to the site
example
BRAIN-STORMING SPRINTS
45 min - 1 hour, incentives, lots of ideas fast
② Quantity of ideas is important here.
BRAINSTORM FOR CATEGORIES THEN CONVERT OUTPUTS TO A MATRIX
CHOOSING? Use Principles. A combination of findings + ideation
FINDING: people hated missing fave shows.
TIVO
PRINCIPLE: Make it easy for people to never miss favorite shows. This led to the Season Pass on TiVo.
+ADD CONSTRAINTS and then balance against the principles. Adjust as needed (ideally constraints).
Refinement - learn what it takes to really make a design - nitty gritty. Iteration using our standard tools + approaches.
DON'T ELIMINATE RISKS!
Try something risky - risking and failing will teach you. Fail faster!
50% FAILURE RATE.
③

My first sketchnotes • UX Intensive 2007

WHAT IS *THE SKETCHNOTE HANDBOOK?*

The Sketchnote Handbook is a simple, visual manual designed to teach you basic sketchnoting concepts, approaches, and techniques quickly, so you can start creating sketchnotes immediately.

Each page of this book has been lovingly hand-sketched to show you how much fun it is to learn from notes that incorporate pictures and words equally. Rather than write a lot of words about sketchnoting, I decided that if I was going to talk the talk, I'd better walk the walk (or, maybe, sketch the sketch?). So, I created the entire book as one, long, fun—hopefully inspiring—illustration.


4 CREATE A TITLE
A completed title page, ready to go.
I like to use my iPhone to find photos of the speaker for reference on my title page.
ONCE I'VE SETTLED IN, I check the topic and the speaker's name, verify spellings, and sometimes find a photo on my phone to create a visually interesting title page for the speaker or the topic.
I complete my title before the speaker begins, so I can focus on the talk rather than rushing to create a title at the start of the presentation.
5 SKETCHNOTE
When the talk begins, I listen, synthesize the ideas I'm hearing, and start drawing what I'm thinking about as sketchnotes in my sketchbook.
A completed sketchnote.
6 PHOTOGRAPH
When I'm done sketchnoting, I shoot photos of my sketchnotes. This is a great way to immediately share what you've created via social media, and photos serve as a good backup of your sketchnotes.
I like to shoot each page as a single image. Photos of single pages provide more detail and are easy to view on mobile devices.

THE SKETCHNOTE COMMUNITY

Of course, I'm not the only person in the world who sketchnotes. I'm amazed and energized by the wide variety of people all over the world who create and actively share their sketchnotes. I love the sense of community that has sprung up around this process, and I've made a great many friends through sharing and discussing sketchnotes online and at conferences.

I invited 15 of these friends—leading sketchnoters from around the world—to each create a two-page spread for this book that shares a bit about who they are, how they came to sketchnoting, and a tip or two to help you take better notes.

What I hope you'll notice from looking at their work at the end of each chapter is that everyone sees the world differently; everyone processes information differently; everyone has their own, unique style, and that's part of what makes sketchnoting so much fun! There's no right way or wrong way to do it.

I will teach you the basic principles of sketchnoting, but the real joy will come when you start creating sketchnotes and discover how taking notes can unleash your creativity and make paying attention, even at the most boring meetings, something you look forward to doing.

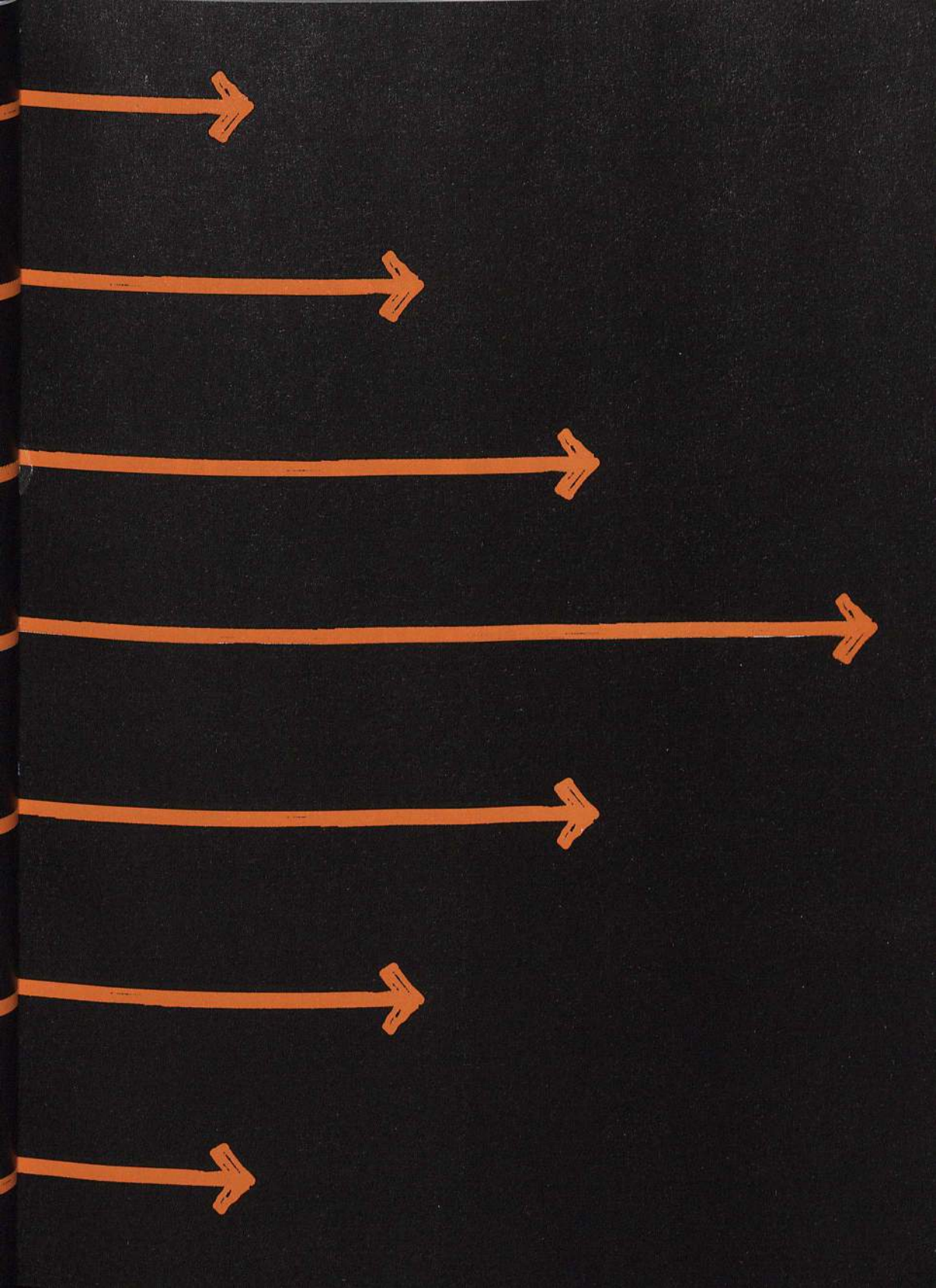
REACH OUT

As you learn from this book, I encourage you to share your own sketchnotes at *The Sketchnote Handbook* Flickr group (**www.flickr.com/groups/thesketchnotehandbook**). I plan on hanging out there a lot, and I'd love to see how you've taken this process and made it your own.

You can view more of my work and contact me through my personal website at **rohdesign.com** or on Twitter at **twitter.com/rohdesign**. I look forward to hearing what you think of the book and learning about your sketchnoting experiences.

IT'S TIME TO GET STARTED. GRAB A NOTEBOOK AND A PEN. LET'S GO TAKE SOME NOTES!

LET'S GO!



CHAPTER 1

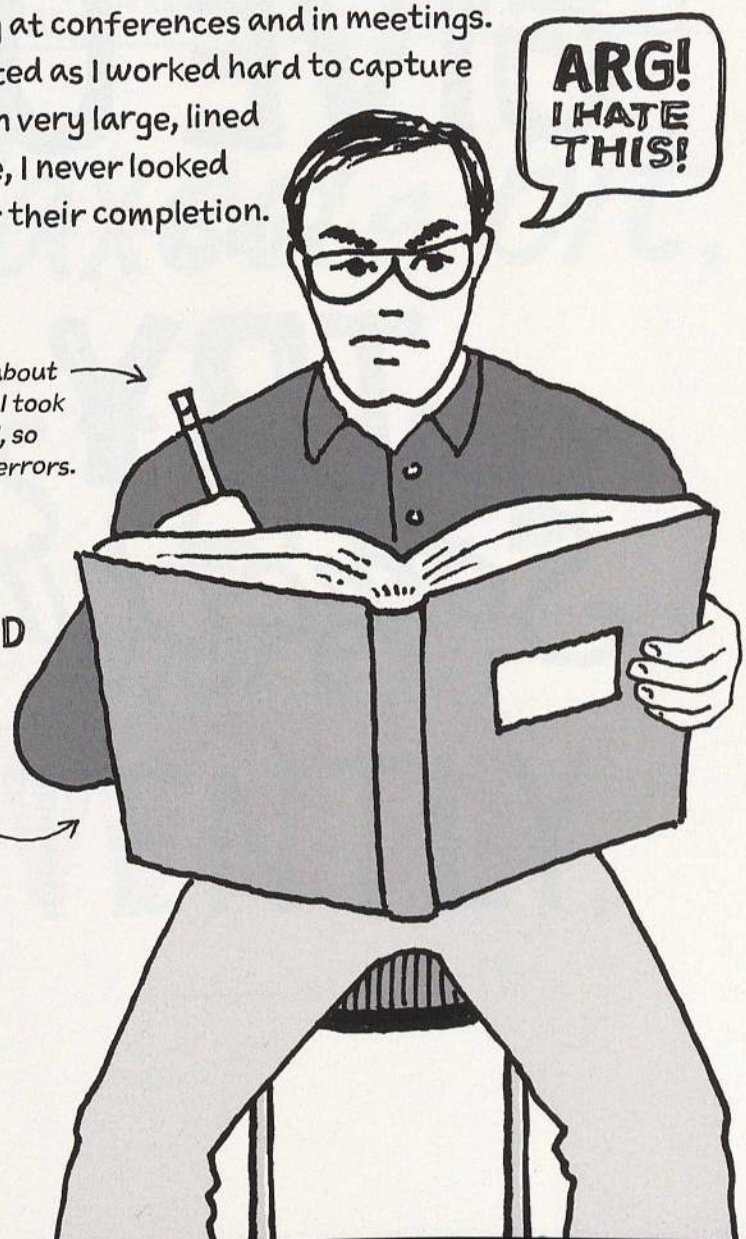
What are SKETCHNOTES?

SKETCHNOTES ARE RICH VISUAL NOTES CREATED FROM A MIX OF HANDWRITING, DRAWINGS, HAND-DRAWN TYPOGRAPHY, SHAPES, AND VISUAL ELEMENTS LIKE ARROWS, BOXES & LINES.

SKETCHNOTES WERE BORN of

frustration!

I WAS FRUSTRATED by the highly detailed, text-only notes I was taking at conferences and in meetings. The stress escalated as I worked hard to capture every last detail in very large, lined notebooks. Worse, I never looked at my notes after their completion.



A PENCIL

I was so worried about making mistakes, I took my notes in pencil, so I could erase any errors.

A LARGE, LINED NOTEBOOK

Because I tried to capture every detail, I needed large pages to store all of that information.

I decided to

GIVE UP

and

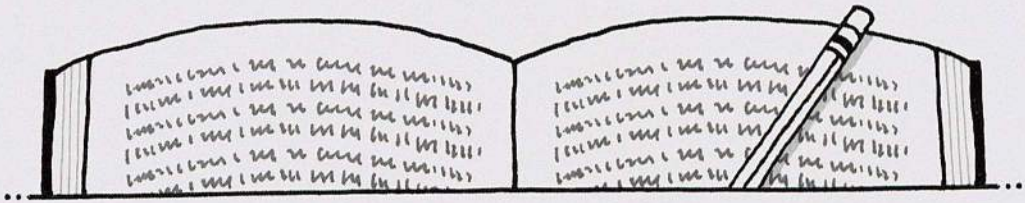
TRY

Something

NEW.

RATHER

than worrying about every last detail



I relaxed a bit,

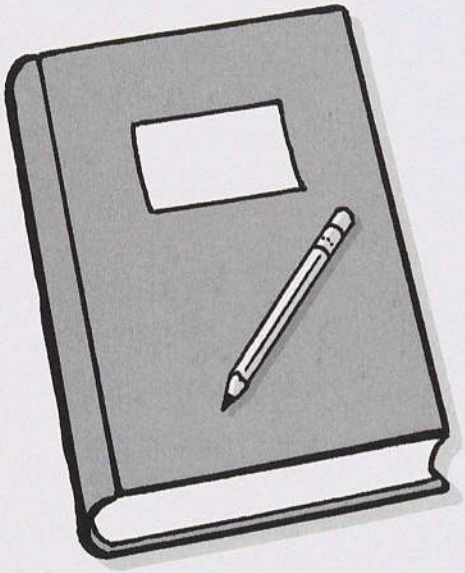
LISTENED

more

INTENTLY,

And
FOCUSED
ON CAPTURING
the BIG
IDEAS.

INSTEAD *of using a* PENCIL & LARGE NOTEBOOK



I Limited MYSELF TO A PEN & A POCKET MOLESKINE SKETCHBOOK.

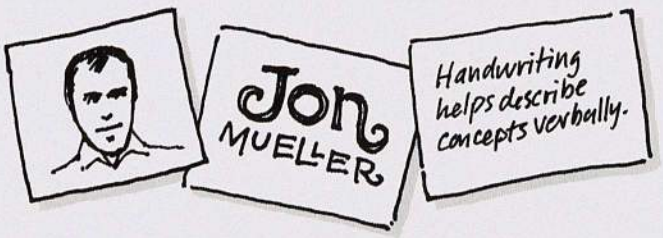
I CHALLENGED MYSELF
to write and draw notes more

deliberately.

THIS NEW WAY OF NOTE TAKING
was enjoyable AND

FUN!

I was able to focus on the BIGGER PICTURE,
expressing CONCEPTS with drawings, type, and text.

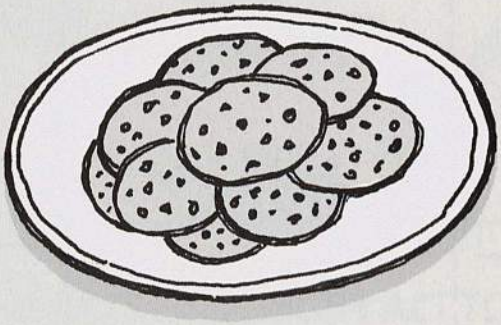


★ I COINED a NAME ★
for THIS PROCESS:

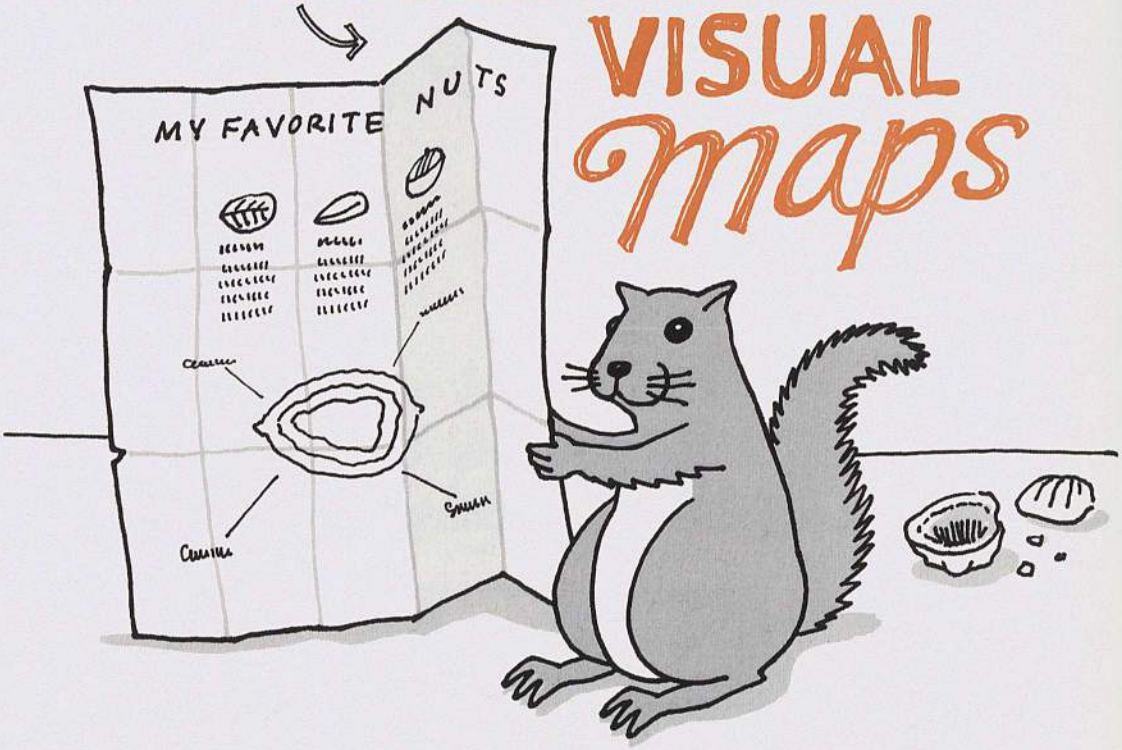
Sketchnotes.

SKETCHNOTES AREN'T DRY AND DETAILED BUT ARE *Simple and Clear.*

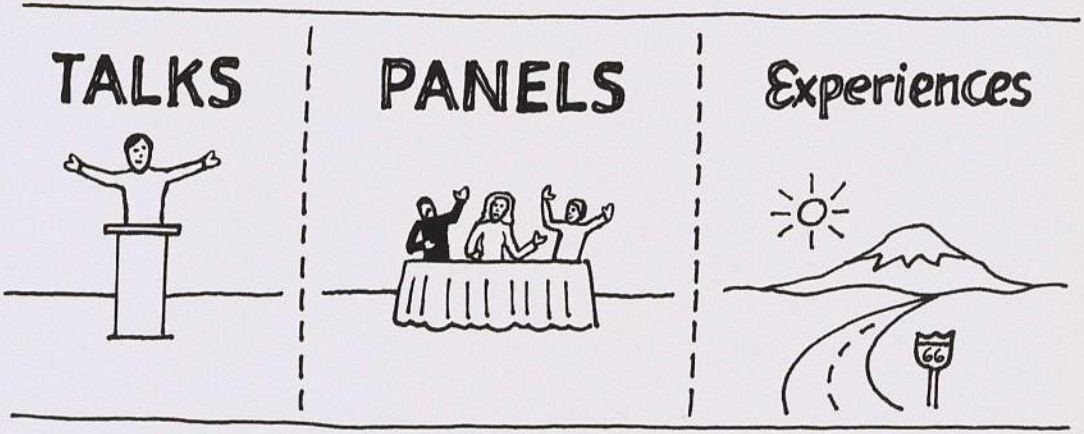
My personality
WAS BAKED INTO MY SKETCHNOTES LIKE CHOCOLATE CHIPS IN A BATCH OF *chocolate chip cookies.*



SKETCHNOTES are VISUAL *maps*

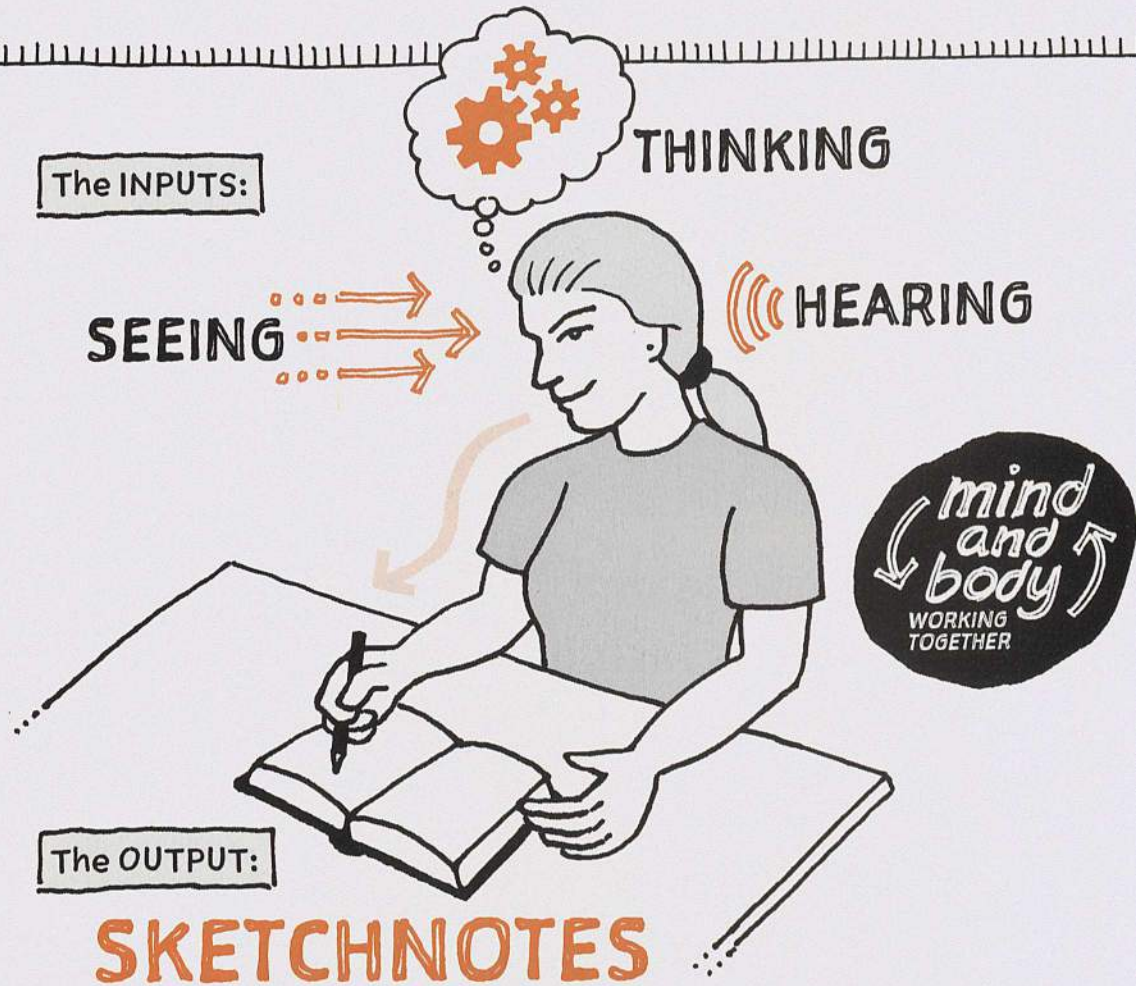


They're built from meaningful thoughts and ideas your mind collects and squirrels away during:



THIS VISUAL and HOLISTIC APPROACH

to note taking engages your mind so you can understand the ideas you're hearing while activating your hand to turn those ideas into concrete, VISUAL NOTES.

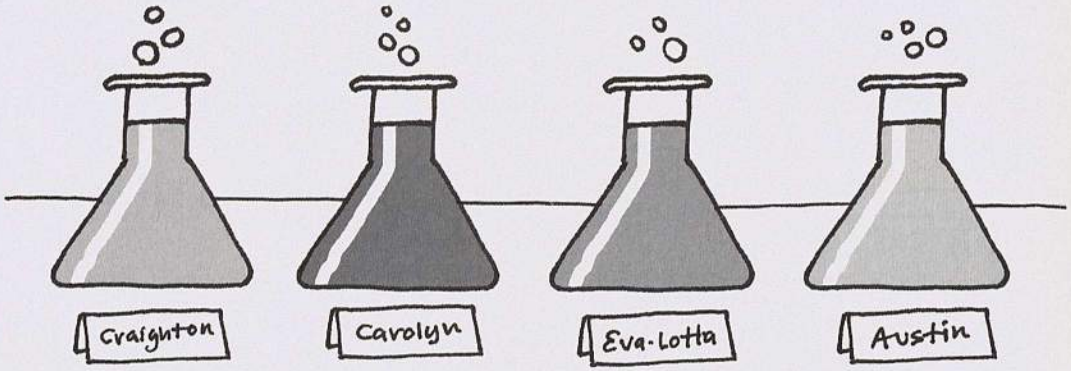


BECAUSE YOUR MIND AND BODY ACT TOGETHER, YOU CAN RECALL MORE OF WHAT YOU HEAR AND DRAW.

SKETCHNOTERS INFUSE THEIR OWN

SKETCHNOTES

WITH UNIQUE PERSONALITY

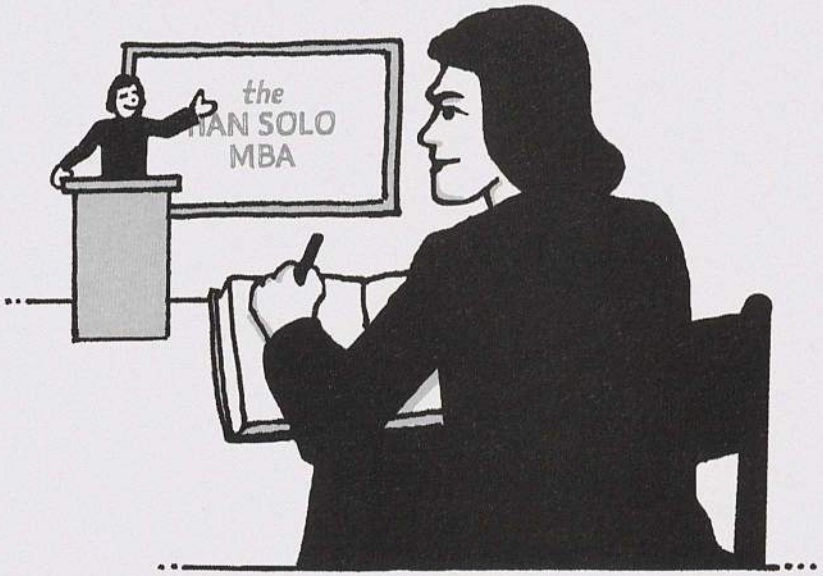


From drawing and handwriting style to the ideas included and *how* those ideas are expressed on the page.

THE RESULT?

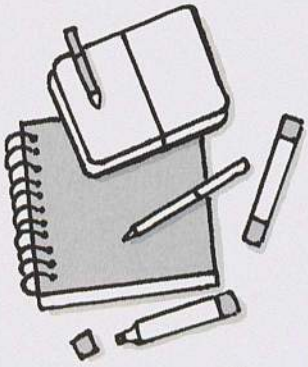
EACH SKETCHNOTE IS UNIQUE, EVEN THOUGH THE UNDERLYING PRINCIPLES OF SKETCHNOTING REMAIN THE SAME.

How are sketchnotes CREATED?



SKETCHNOTES are created in real time while listening to a presentation, talk, or panel discussion.

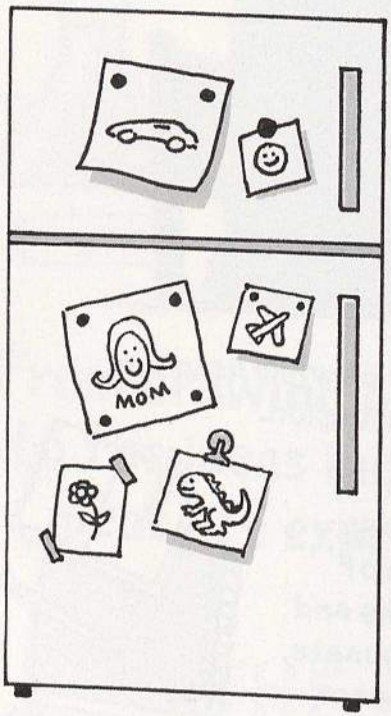
To sketchnote, you listen closely to meaningful ideas, consider what they mean, and then create a visual map of them. The goal is to forgo the details and instead listen for big ideas that resonate, converting those ideas into visual notes that include both words and pictures.



Whether you create sketchnotes with pen and paper or digitally, the approach is the same.

THE BIG QUESTION:

Can you create sketchnotes? YES. YOU. CAN!



MANY PEOPLE tell me they can't create sketchnotes because they can't draw. You can draw; you just need to awaken your grade school skills!

KIDS draw constantly! They doodle ideas with ease and will draw what they imagine without a second thought.

GUESS WHAT?

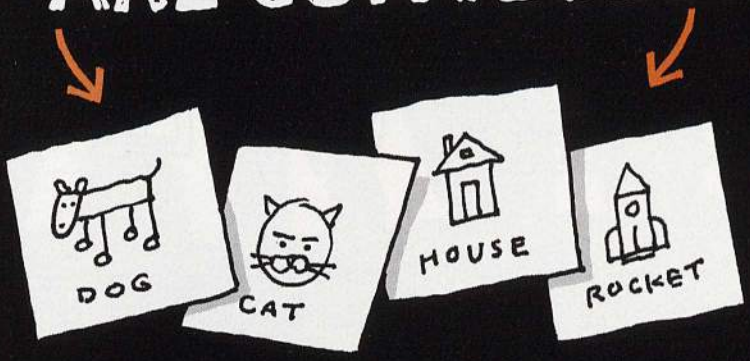
You were a kid once:
I bet you drew like crazy.

KIDS DRAW TO EXPRESS IDEAS.

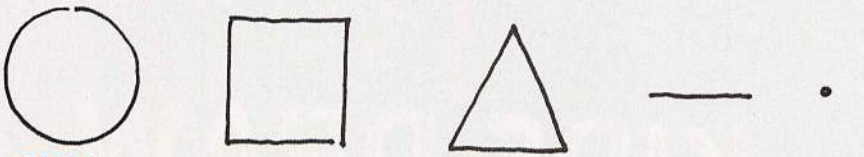
They don't worry about how perfect their drawings are, as long as their

IDEAS

ARE CONVEYED.



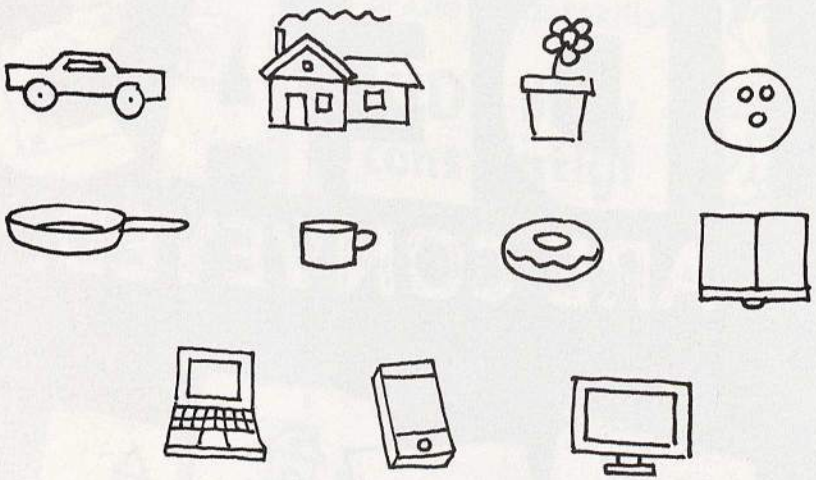
the 5 Basic Elements



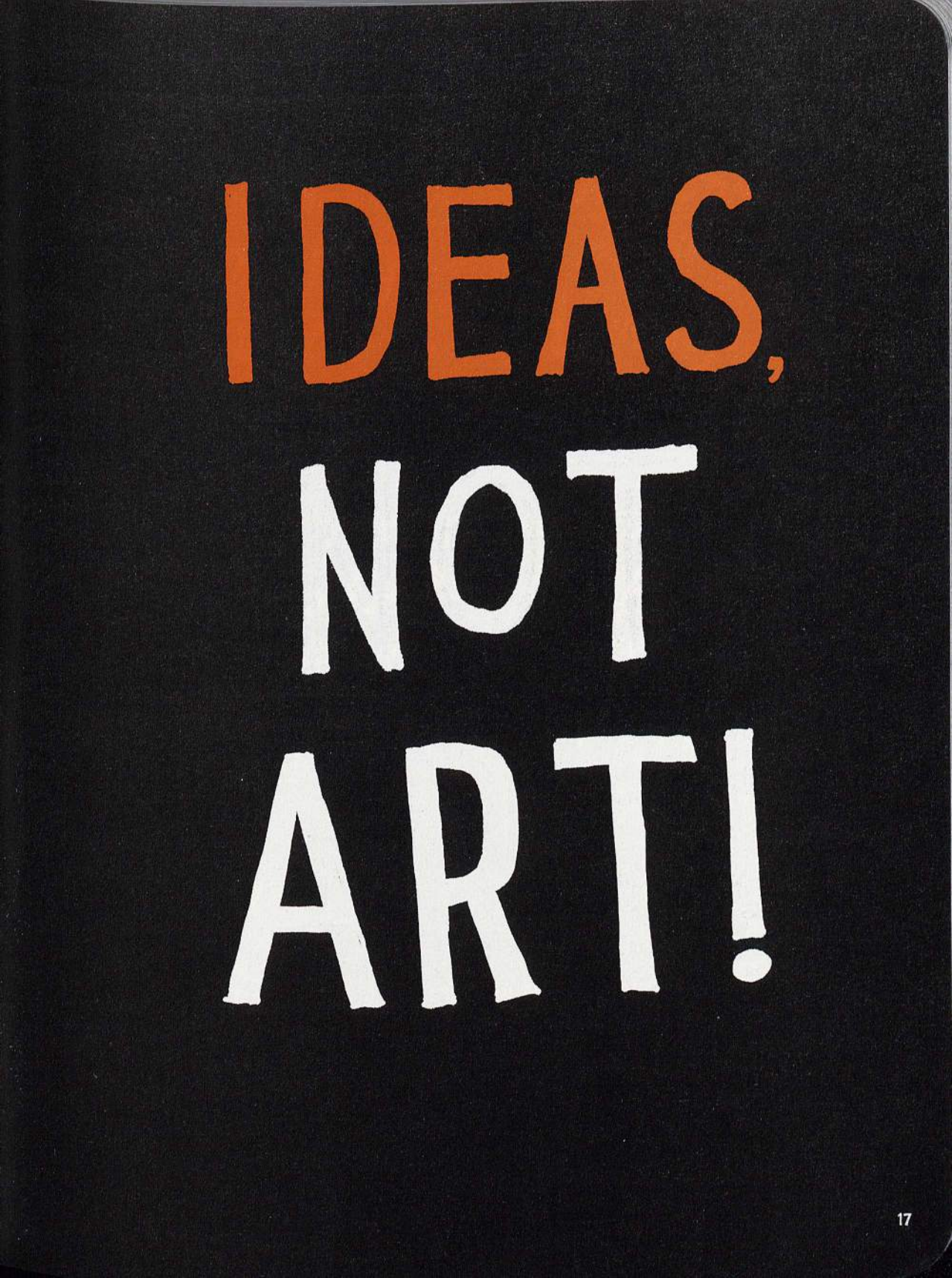
CIRCLE SQUARE TRIANGLE LINE DOT

EVERYTHING YOU WANT TO DRAW CAN BE CREATED WITH THESE 5 ELEMENTS.

Can you identify the 5 basic elements in these simple drawings?



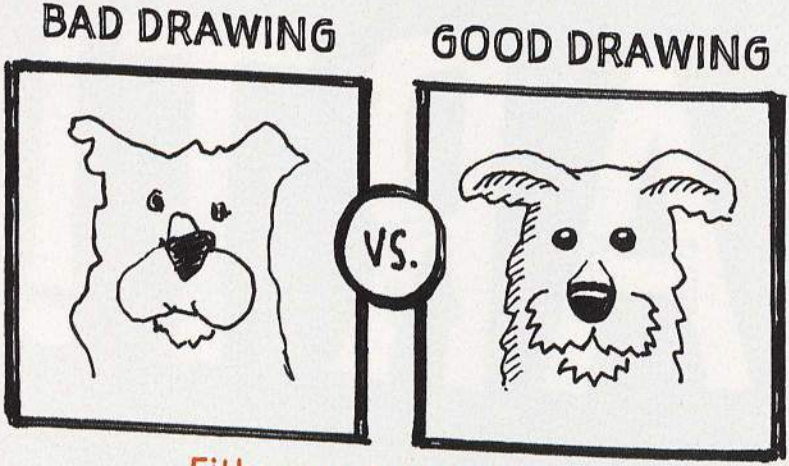
ONCE YOU REALIZE how the objects around you are made from these 5 elements, it becomes easier to draw all sorts of things.


IDEAS,
NOT
ART!

IDEAS, NOT ART!

Sketchnotes are about capturing and sharing ideas, not about art.

SKETCHNOTES ARE A WAY TO THINK ON PAPER USING IMAGES & WORDS.



Either way it's still a dog.

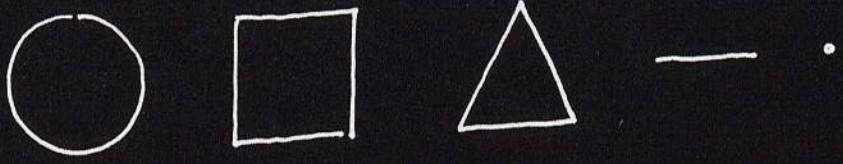
Even the roughest drawings can express ideas effectively.

INSTEAD OF WORRYING ABOUT WHAT

YOU CAN'T DRAW,

START WITH SIMPLE ITEMS

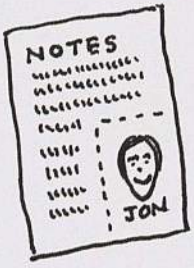
YOU CAN DRAW.



The chapters that follow and lots of practice will help you build your drawing skills.

ONE STEP AT A TIME.

WHEN YOU'RE STARTING ANYTHING NEW, IT MAKES SENSE TO TAKE IT SLOW & BUILD ON SUCCESS.



Take the first step: Reserve a small area in your regular notes to try some sketchnote techniques — even if it's a drawing of the speaker.

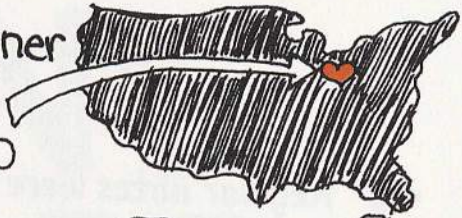
As you experiment and try out the simple techniques in this book, you can add more tools to your visual-thinking toolbox, and as a result, add more richness to your notes, one step at a time.

RECAP

- Regular notes were frustrating, so I used drawings to help express the big ideas.
- Setting limitations helped me become more deliberate with what I captured.
- Sketchnotes are rich, visual notes that act as a map of the ideas you see and hear.
- Keeping an active mind and body helps you engage and recall more detail later on.
- Sketchnotes let you add your own personality, creating richer notes.
- You can draw nearly anything using just a square, circle, triangle, line, and dot.
- Sketchnotes are about ideas, not art!
- One step at a time. Build on success.

★ **NEXT: WHY SKETCHNOTE?**

UX designer
living in
OHIO



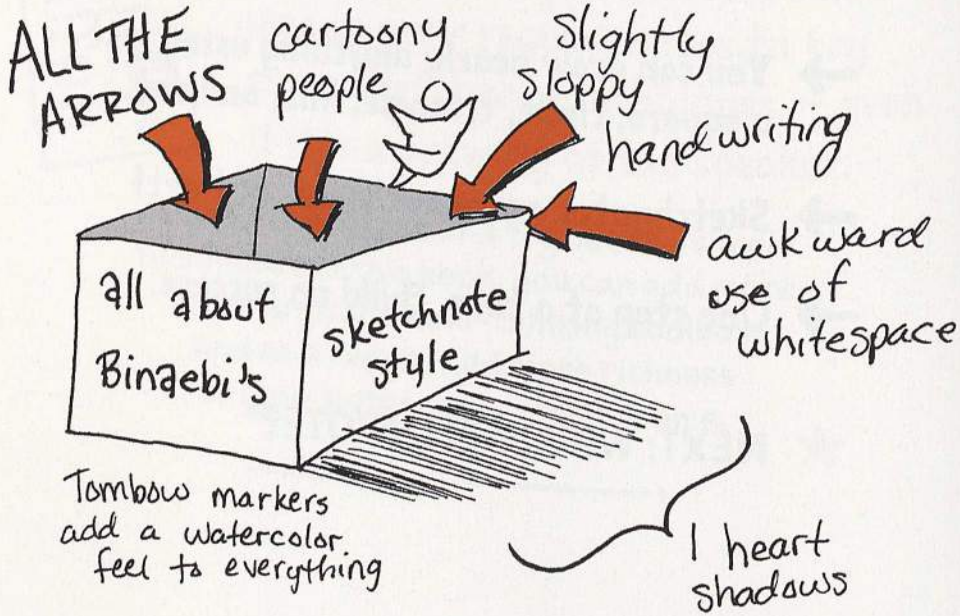
@Siriomi

BinaebiAkah

Siriomi.com

Began sketchnoting in a DESPERATE attempt staying awake during a grad school lecture

But now I love it because it engages my mind and triggers my memory

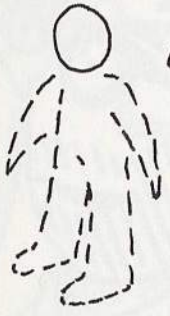


Tips & Tricks

Listen for the things that make you nod, frown, smile...

that means something resonated!

always draw the head first when drawing people



it gives you a scale to work with!

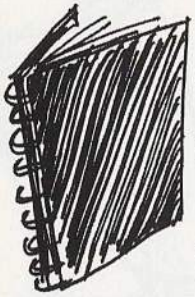
Le Pen is my current favorite

- ☑ micron
- ☑ ball point
- ☑ sharpie pen
- ☑ prismacolor pen

doesn't bleed

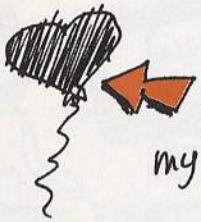
smooth writing

quickly dries



the **CANSON** wire-bound hardcover sketchbook

1. Can draw in my lap
2. Easy to flip pages



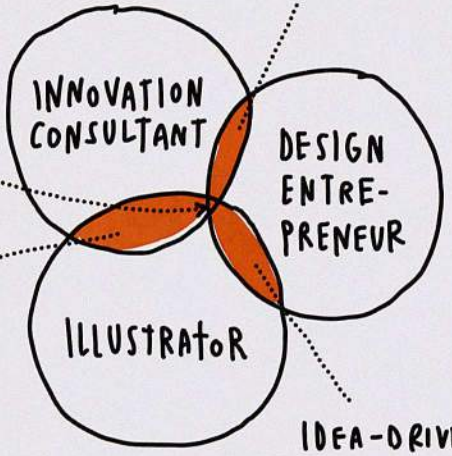
I draw heart balloons over my "unfixable" mistakes

JUST KEEP DRAWING!
♡ all your mistakes

CRAIGHTON BERMAN

I'M PRIMARILY INTERESTED in

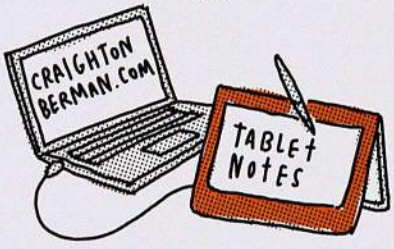
IDEAS

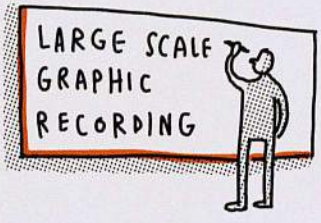


FIRST SKETCHNOTE:

1986

BUSTED for DOODLING on MY DESK in FIRST GRADE





AND of COURSE in A SKETCH BOOK!

(OLD SCHOOL)

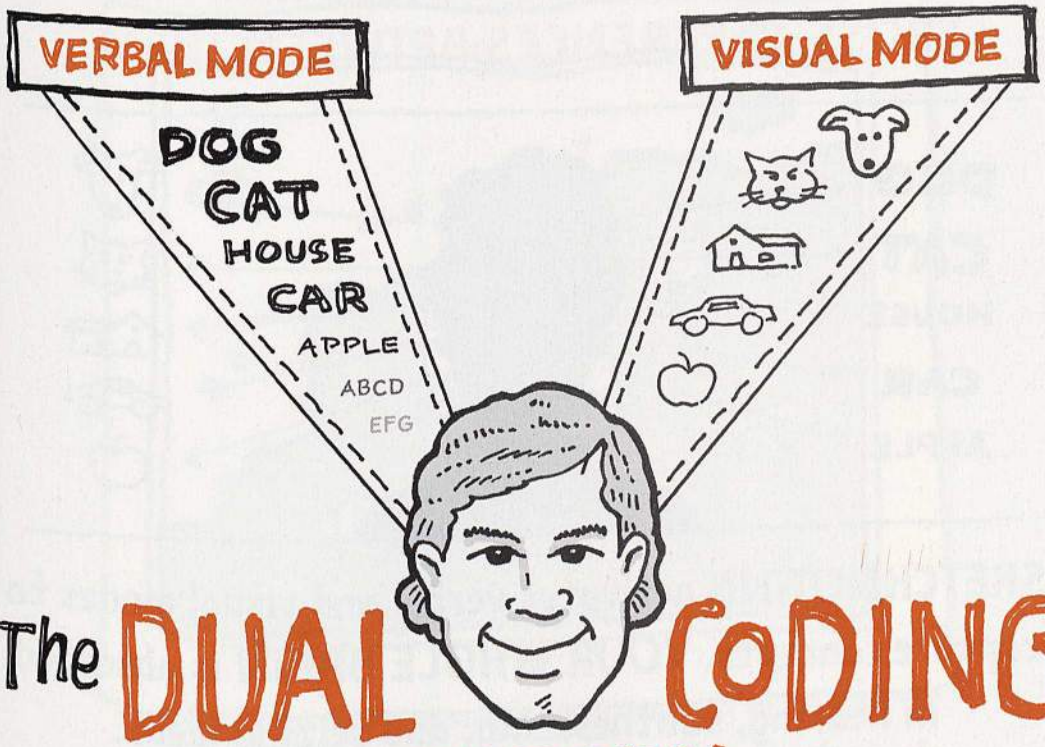
THERE ARE 3 KEY CONCEPTS:
1.
2.
3.
1.
2.
3.
EXERCISE YOUR "MENTAL CACHE"
FUNNEL the INFORMATION to the ESSENTIALS
USE ICONIC DRAWINGS to ANCHOR IDEAS and METAPHORS
LISTEN
SYNTHESIZE
VISUALIZE
THIS IS A CONTINUOUS PROCESS
ALL OF THESE PHASES ARE of EQUAL IMPORTANCE
THESE ARE THE SAME SKILLS YOU USE in a BRAINSTORM SESSION:
BUILD on THOSE IDEAS
LISTEN to OTHER'S IDEAS
VISUALIZE a NEW IDEA
SO... SKETCHNOTING CAN MAKE YOU A BETTER BRAINSTORMER!

CHAPTER 2

WHY SKETCHNOTE?

WHY SPEND EXTRA EFFORT CREATING SKETCHNOTES IF PLAIN OL' TEXT NOTES ARE GOOD ENOUGH? BECAUSE SKETCHNOTING ENGAGES YOUR BRAIN IN MORE WAYS THAN PLAIN NOTES CAN, and THEY HELP YOU REMEMBER MORE DETAIL.

SKETCHNOTING *Engages* YOUR WHOLE MIND



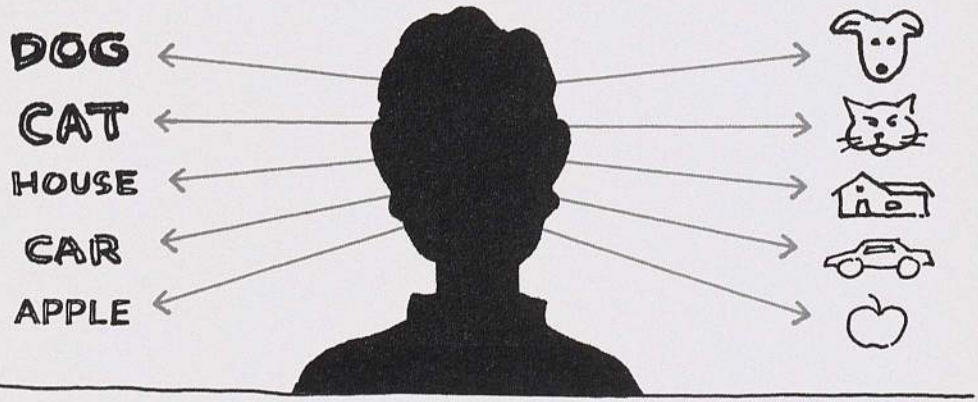
The DUAL CODING THEORY

THE DUAL CODING THEORY, proposed in the 1970s by Allan Paivio, suggests that the brain processes information using two primary channels: verbal and visual.

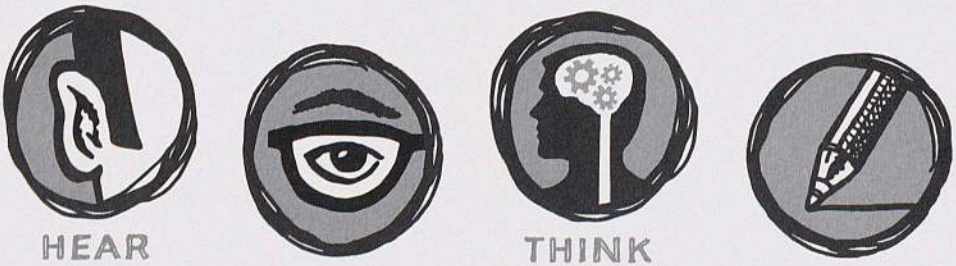
★ **VERBAL** ★
Concepts as words

★ **VISUAL** ★
Concepts as images

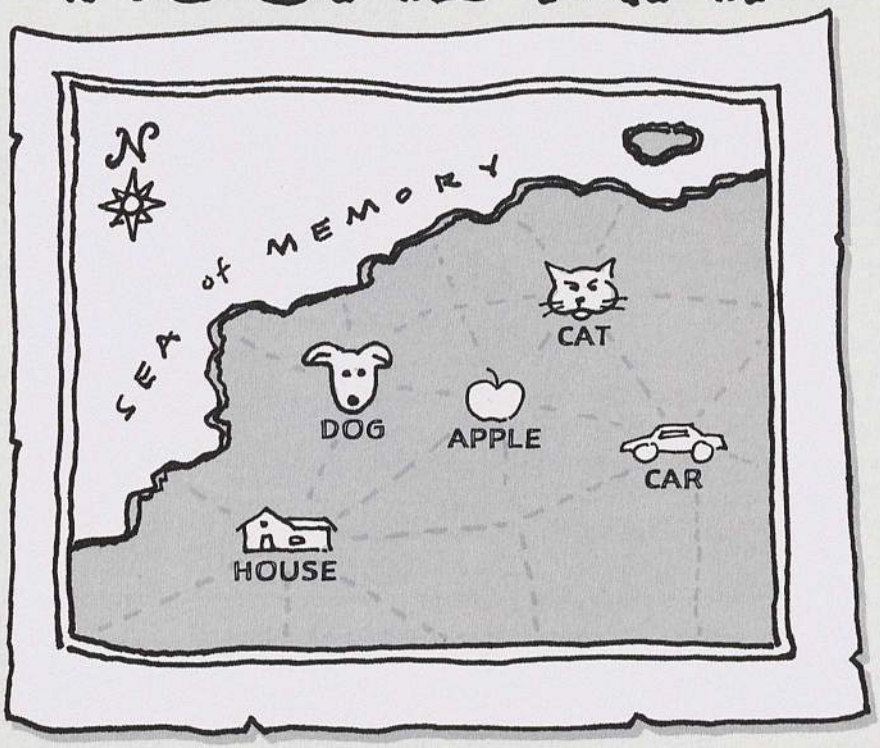
WHEN BOTH MODES are ACTIVE, YOUR BRAIN CREATES AN ASSOCIATIVE LIBRARY of WORDS and IMAGES with MENTAL CROSS-REFERENCES BETWEEN THEM.



SKETCHNOTING activates verbal and visual modes to capture concepts. **YOUR WHOLE BRAIN** is absorbed in hearing, synthesizing, and seizing ideas.



SKETCHNOTING CREATES A VISUAL MAP



When your brain codes verbal and visual concepts together, it's also building a visual map of what you are hearing, seeing, and thinking.

ENGAGING your whole brain has other positive effects, like improving your memory and recall.

THE VISUAL MAP YOU CREATE

can help you recall the details of a presentation. I often recall thoughts, feelings, and other details when viewing my sketchnotes.

SXSW 2012
sketchnotes
OMG Your RFP IS KILLING →ME←
@toddross @joerinaldi @
RFP AVERSE - Costs:
30-40 HOURS +
$5-7K OPPORTUNITY COSTS
resulted in a small amount of work for the cost to Four Kitchens.
RFPs → work to be done!
Always done it!
Pricing leverage!
CYA.
Free consulting!
Qualify New Vendors!
The dark reasons for an RFP: All of the above.
Light reasons: learning about the companies you might engage
After Zappos Happy Cog found themselves being invited to bid on wave RFPs (e.g. Hawaii)
CHOOSE THE RIGHT RFPs TO RESPOND TO, RATHER THAN EVERY RFP.
RFPs are opportunities to evaluate a client as a vendor.
I created the talk title art while waiting for the panel to start. I had fun drawing the lettering.
The idea that RFPs could be so expensive to pursue was very important, so I captured it as a bold headline to focus my attention.
The pie chart came to me early in the presentation. It turned out a bit like Pac Man, which I liked.

I CAN STILL REVIVE MY THOUGHTS YEARS LATER.

IN AN EXAMPLE STUDY, a group of 40 volunteers listened to a monotonous 2-minute phone message. 20 of the participants shaded boxes while listening, the other 20 simply listened.

IN A SURPRISE QUIZ THAT FOLLOWED, THE GROUP OF 20 DOODLERS RECALLED 29% MORE THAN THE NON-DOODLERS.

Source: The Guardian, Feb 26, 2009

SKETCHNOTING HELPS *your* CONCENTRATION.

CREATING SKETCHNOTES from the ideas you are hearing helps focus your mind on the present moment.

When your mind and body are working in tandem, there is little room left for distractions.

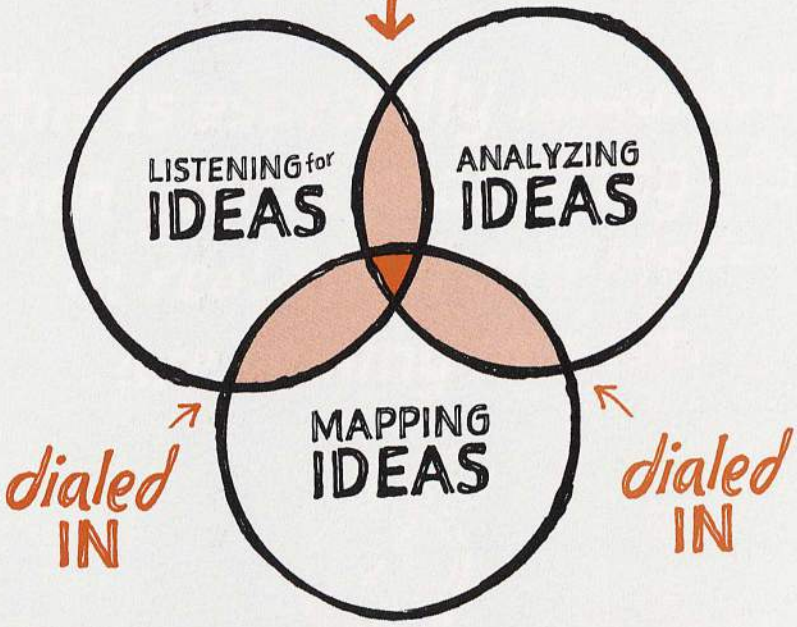
As you practice and improve your sketchnoting techniques, LISTENING and DRAWING at the same time will feel more natural.

WHEN I SKETCHNOTE,
I'm completely engaged with what
I'm listening to and turning into

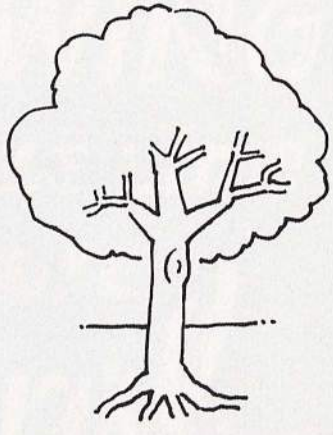
Sketchnotes.

The focused activity of listening, analyzing ideas,
and mapping those ideas on paper puts me

→ IN A ZONE ←



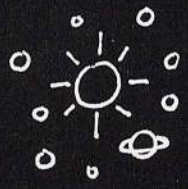
SKETCHNOTING TAPS *your* VISUAL LANGUAGE

A DETAILED DESCRIPTION	VS.	A SIMPLE DRAWING
A TREE is a woody perennial plant, typically having a single stem or trunk growing to a considerable height and bearing lateral branches at some distance from the ground.		

Complex ideas can often be expressed more effectively as drawings.

Drawing an idea can often take just a fraction of the time needed to describe the same idea in verbal detail.

THE PYRAMIDS

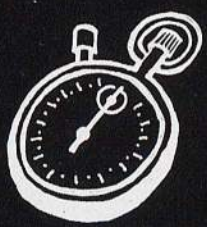


THE SOLAR SYSTEM

ROCKY MOUNTAINS

KANSAS TORNADO

This is especially important when you're processing ideas in real time, and ideas are coming in fast.



SKETCHNOTING IS

Relaxing

WHEN I TOOK
PLAIN OL' NOTES,
I WAS ALWAYS

WORRIED

ABOUT MISSING
IMPORTANT DETAILS.

SWITCHING TO

SKETCHNOTES

freed me

TO FOCUS ON

LARGER THEMES

and **IDEAS**

I was able to relax, listen for key points, and capture those ideas *VISUALLY.*

Creating Sketchnotes is

DYNAMIC and FUN!

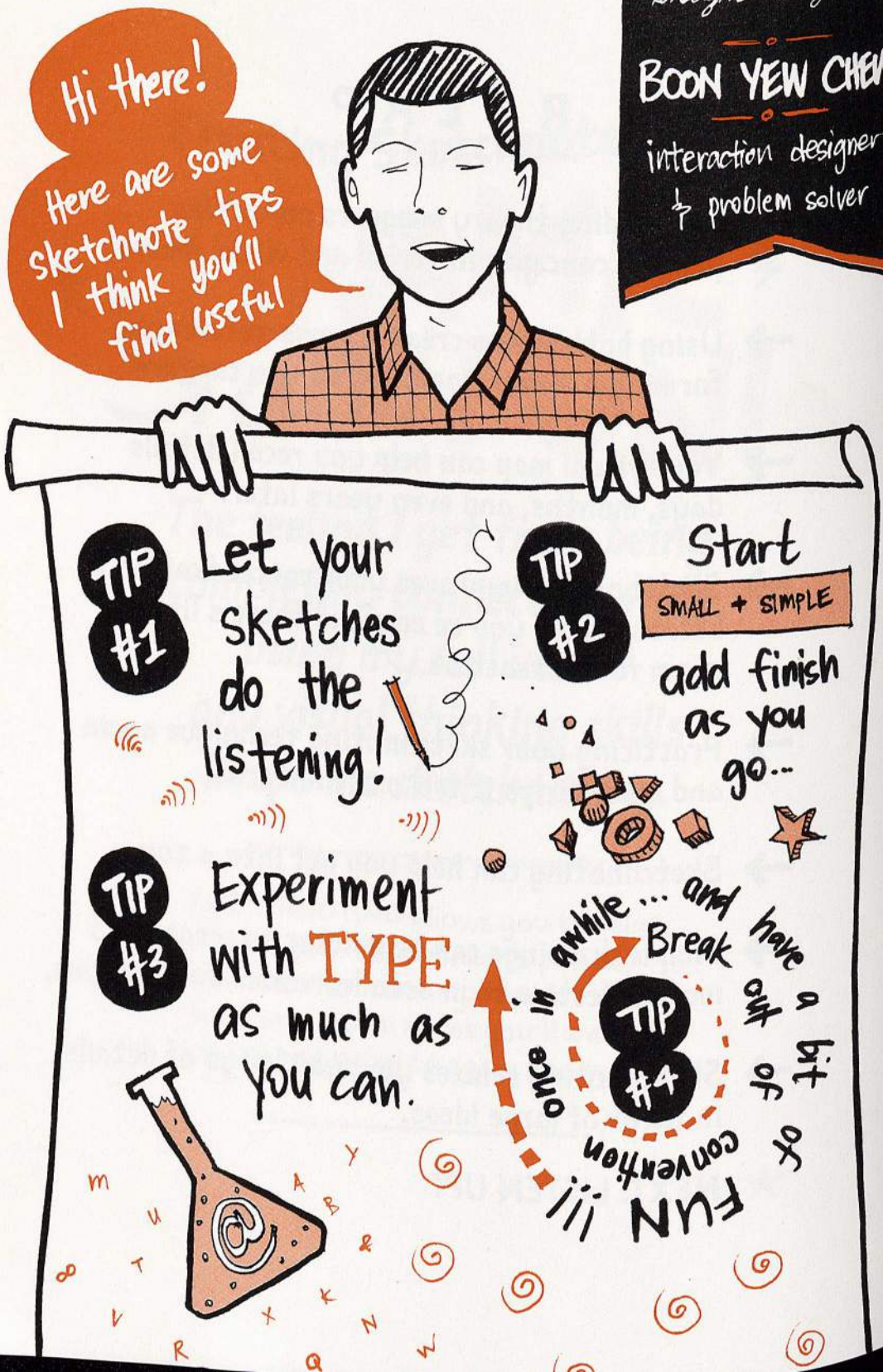
The feeling I get from being completely connected while using my full verbal and visual thinking skills keeps me sketchnoting.

SKETCHNOTING allows you to relax, engage in the speaker's points, and have fun turning what's in your head into visual notes you'll want to share and refer to again and again.

RECAP

- Dual coding theory suggests our brains process concepts in verbal and visual modes.
- Using both modes creates cross-references, forming a visual map of what you capture.
- Your visual map can help you recall details days, months, and even years later.
- Sketchnoting improves your concentration because when you're engaged there's little room for distraction.
- Practicing your sketchnoting technique again and again helps it feel more natural.
- Sketchnoting can help you get into a zone.
- Simple drawings can be quicker to create and more effective than detailed verbal descriptions.
- Sketchnoting relaxes you; you let go of details in favor of large ideas.

★ NEXT: LISTEN UP!


brought to you by
BOON YEW CHEW
interaction designer
& problem solver
Hi there!
Here are some sketchnote tips I think you'll find useful
TIP #1
Let your sketches do the listening!
TIP #2
Start
SMALL + SIMPLE
add finish as you go...
TIP #3
Experiment with TYPE as much as you can.
TIP #4
Break out of convention once in awhile ... and have a bit of FUN !!!

some random bits about Boon...

MUJI

My favorite pens come from here

0.38 GEL INK PEN

ABCDE

"The cheap & cheerful standard"

HEX DOUBLE ENDED PEN

"Great for thick & thin marker lines"

ABC ABC

JAVA
IN A NUTSHELL
7 years as a developer and this cat never came out ...
But then I met this polar bear ...
Information Architecture

My name is VERONICA ERB.

I'm a UX Designer in Washington, DC.

STEP 1

During the introduction.

PLAN.

Look for clues to give you an idea of what's coming.

TITLE
: the subject and structure of a talk. Fairly reliable.

DESCRIPTION
: just the overall idea of a talk. Often unreliable due to speaker's polishing of talk.

SPEAKER STYLE
: hints of structure & pacing.

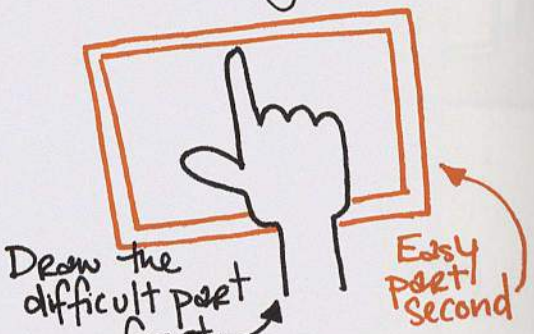
(This 2-page spread had WAY more planning than any note should.)

STEP 2

The majority of the talk.

CAPTURE.

First things first.



• **Discoverable**

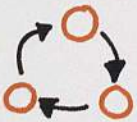
Get the first two letters down quickly; add the rest when you have time.

I STARTED sketchnoting to practice committing ideas to paper. Because I had a visual vocabulary from years of drawing for **FUN**, I have focused on creating efficient and communicative notes. Now, I have a **PROCESS:**

STEP 3

Wrap up and Q&A.

REFINE.



connect ideas WITH ARROWS

fix mistakes WITH TEXTURE

add pizazz WITH FRAMES

and CORRECT ⟵ HIERARCHY WITH all three.

STEP 4

Whenever you get the chance!

TRY AGAIN.

Sketchnoting is a

⟹ SKILL ⟸

that you can improve each time you practice it. Give yourself enough space to...

☆ LEARN
↳ FROM
☑ EACH NOTE
↳ YOU MAKE.

Good luck, and have **FUN!**

-V.

CHAPTER 3

LISTEN UP!

CAPTURING & CREATING SKETCHNOTES BEGINS WITH ACTIVE LISTENING SKILLS. AFTER ALL, IF YOU AREN'T HEARING IDEAS ACCURATELY, YOU CAN'T TURN THOSE IDEAS INTO EFFECTIVE SKETCHNOTES.

the KEYS to LISTENING:

- **FOCUS**
  your attention on the speaker.
- **ELIMINATE**
  the distractions around you.
- **IMMERSE**
  yourself in the presentation.

When you're listening actively,

YOUR MIND can CACHE IDEAS and → SPOT PATTERNS.

ACTIVE LISTENING can help you synthesize and capture big ideas as sketchnotes.

MY LISTENING APPROACH

DIRECT My Attention

By focusing on the speaker's words and the ideas being communicated, as well as reading the speaker's body language, I set aside other thoughts as I work.

ELIMINATE and Filter Distractions

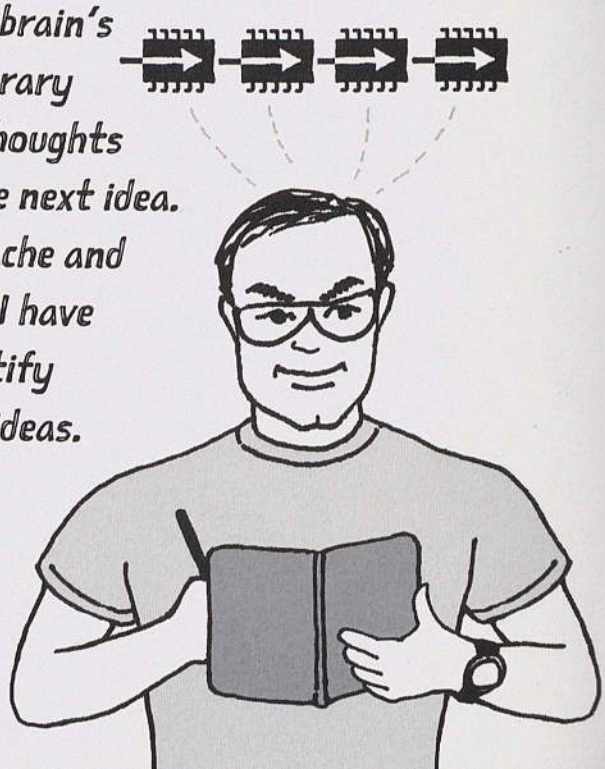
I'm proactive about eliminating the distractions I can and filtering out the distractions I can't eliminate. For example, I turn off alerts on my phone but must filter out noisy neighbors.

IMMERSE My Mind IN THE Presentation

Giving my undivided attention and managing distractions allows me to concentrate completely on the message being shared. When I'm successful, I'm absorbed in the ideas I'm hearing and I'm able to synthesize them and process the information on paper.

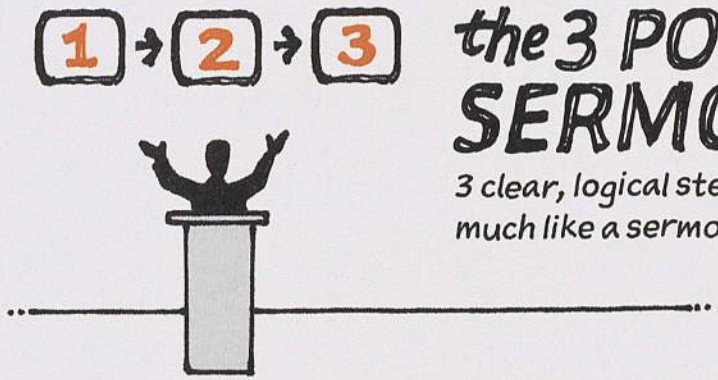
CACHE Ideas

Through practice I've learned to hold an idea in my brain's cache area — a temporary space where I store thoughts while listening for the next idea. I sometimes use my cache and combine it with ideas I have on paper to help identify connections between ideas.



RECOGNIZE Patterns

When I'm listening actively, I can often pick up patterns in a speaker's presentation. Listening for patterns helps me illustrate those patterns in my sketchnotes, like these:

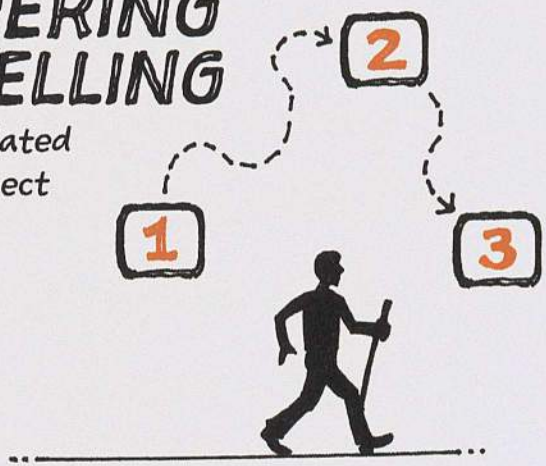


the 3 POINT SERMON

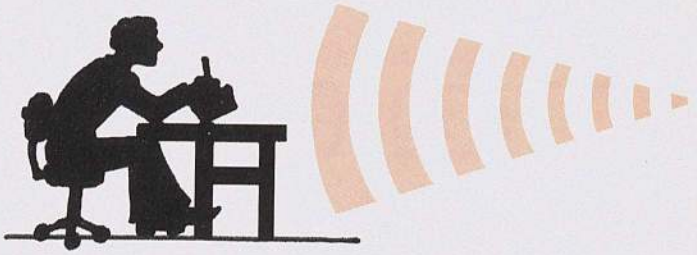
3 clear, logical steps — much like a sermon.

MEANDERING STORYTELLING

3 seemingly unrelated stories that connect at the end of a presentation.



PRACTICE your LISTENING SKILLS!



LISTENING SKILLS STRENGTHEN WITH USE.

Find opportunities to apply these listening techniques at meetings and conferences, and while watching video presentations online.

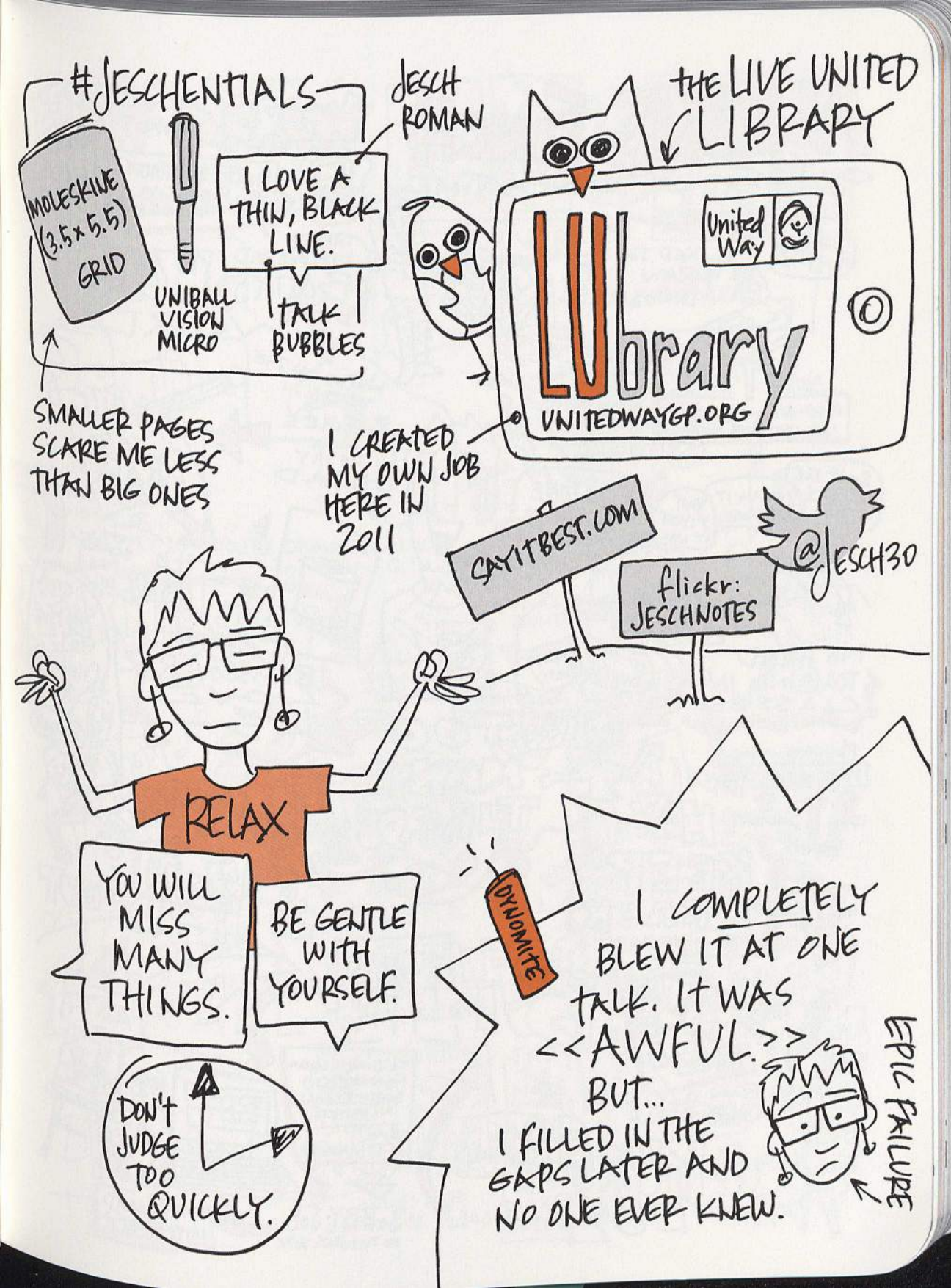
As you train your ears and mind, your ability to listen and to capture ideas will keep improving.

RECAP

- Capturing sketchnotes begins with hearing accurate information.
- When you listen actively, your mind can spot patterns and cache ideas.
- Give your undivided attention.
- Eliminate and filter distractions.
- Immerse your mind in the presentation.
- Cache ideas.
- Recognize patterns.
- Practice to improve your listening skills at every opportunity.

★ NEXT: THE SKETCHNOTING PROCESS

* AND NOT JUST BECAUSE THIS IS HIS BOOK


#JESCHENTIALS
MOLESKINE (3.5x5.5) GRID
UNIBALL VISION MICRO
I LOVE A THIN, BLACK LINE.
TALK BUBBLES
JESCH ROMAN
SMALLER PAGES SCARE ME LESS THAN BIG ONES
THE LIVE UNITED LIBRARY
United Way
LUbrary
UNITEDWAYGP.ORG
I CREATED MY OWN JOB HERE IN 2011
SAYITBEST.COM
flickr: JESCHNOTES
@JESCH30
RELAX
YOU WILL MISS MANY THINGS.
BE GENTLE WITH YOURSELF.
DON'T JUDGE TOO QUICKLY.
DYNOMITE
I COMPLETELY BLEW IT AT ONE TALK. IT WAS <<AWFUL.>>
BUT...
I FILLED IN THE GAPS LATER AND NO ONE EVER KNEW.
EPIC FAILURE

ALEXIS FINCH
ONCE UPON A TIME...
I LIKED TO DRAW DINOSAURS...
KIDS DRAW WHATEVER IS IN THEIR HEAD...
THIS IS HOW THEY SHARE & LEARN
THEN I DISCOVERED BOOKS
WORDS WORDS WORDS WORDS WORDS
WORDS & PICTURES ALREADY ON THE PAGE
WORDS ON THE PAGE...
PICTURES STAY IN MY HEAD
WRITE NOT DRAW
7th GRADE
NEW SCHOOL IN
REDISCOVER LOVE OF ART
SO, I'M NOT THE CREATIVE BUT
OH GUH
EVERYONE CAN SKETCH!
SO IF THE GREEKS WERE...
I THINK IT WAS MORE
BUT FIRST IT WAS
NO HAND RAISING IN CLASSES...
IF THAT'S
WHAT ABOUT
HOW CAN
TOO MANY THREADS
FOLLOW THE PATH OF DISCUSSION
IDEA
THOUGHT
COMMENT...
HOW TO KEEP TRACK AND CONTRIBUTE?
WORDS & PICTURES...
GET YOURS!
BUT
BUT: EMAIL
ART
VS
MORE COLORS + FLOW CHART STYLE
WITH
PLUS
SOME DRAWINGS
...COOL
TO: JIM@AOL.COM
FROM: ME@IT.CO
SUBJECT: CAN WE MEET?
JIM, I'D LIKE TO
JOBBY-JOB..
NO PICTURES THERE
KEYBOARD INTERFACE

A GOOD PLACE TO START IS:

HOW TO DRAW A DINOSAUR

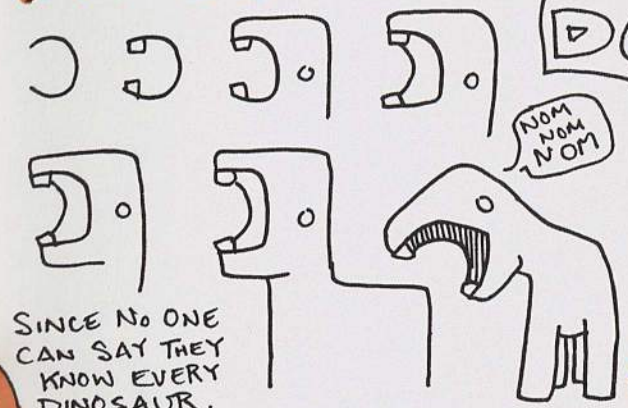
SOMETIMES I FIND IT BEST TO LAY IT ALL OUT INTO BOXES & CIRCLES

THEY CAN GUIDE YOU

EASIER WITH A SMALLER SPACE

TO ADDRESS...

DON'T FEAR WHITE SPACE



SINCE NO ONE CAN SAY THEY KNOW EVERY DINOSAUR, WHO'S TO SAY YOU'RE DRAWING ONE WRONG!

SECRET WEAPON

ERASER: STAEDLER MARS PLASTIC

INKING: PIGMA MICRON

MECHANICAL PENCIL: PAPERMATE CLEAR POINT

0.7 MM

08

SKETCHBOOK: CACHET CANVAS BOUND

8.5 x 11

75lb PAPER

TOOL BOX

COLOR: PRISMA COLOR

RED IS FOR ARROWS

PERMISSION TO SEE

CHILDHOOD

METAPHOR

THE INTERNET

CERTIFIED ARTIST ...REALLY?

THOSE DATA POINTS SEEM FISHY...

I CAN HAZ?

INVISIBLE BICYCLE

2 PHASE PROCESS

① PENCIL ② INK & EDIT

~~CRAPPY ADDICTIVE~~ TV SHOWS TO INK & COLOR

NO! WE MUST HAVE WORDS + PICTURES FOR ALL

WE ARE ALL

VISUAL THINKERS

IN A VISUAL WORLD

AND THAT'S WHY I DO SKETCHNOTES!

-SO-

TEACH + TALK

JUST RIGHT!

TOO PERFECT...

... ARTISTS HAVE A HARD TIME TOO!

END THE NOTE WAR

BANG BANG

NO MORE BULLETS

GRAPHITE MIND

BRAINY YUM

GRAPHITEMIND.COM

@AGENTFIN

CHAPTER 4

the Sketchnoting PROCESS

AFTER YEARS OF EXPERIENCE I'VE DEVELOPED MY OWN SKETCHNOTING PROCESS THAT WORKS WELL FOR ME AND CAN HELP YOU CREATE A PROCESS OF YOUR OWN.

HERE ARE THE STEPS I FOLLOW WHEN SKETCHNOTING EVENTS:

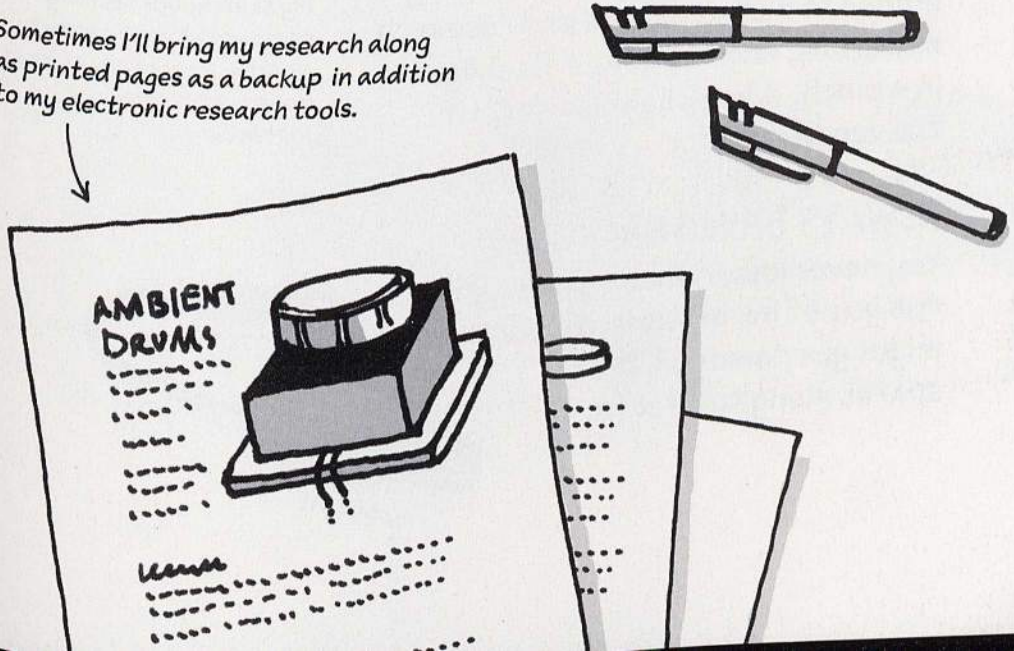
1 RESEARCH

Before I arrive onsite, I research the event, the speakers, and the topic.

iPads are great tools for research before and at an event.

RESEARCH GIVES ME INSIGHT and confidence, especially when I'm sketchnoting people or ideas that I'm new to.

Sometimes I'll bring my research along as printed pages as a backup in addition to my electronic research tools.

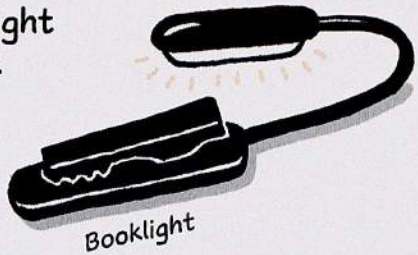


2 GATHER MATERIALS

GATHERING KEY MATERIALS before arriving at an event is critical. I like to bring two or three Moleskine sketchbooks; multiple pens; and my iPhone to access photos and research materials, and to act as a flashlight in a pinch. A book light is useful if the venue is dark.

A few years ago, I was at an event in Chicago when my sketchbook literally came apart at the seams. Now I always carry at least one spare sketchbook, just in case.

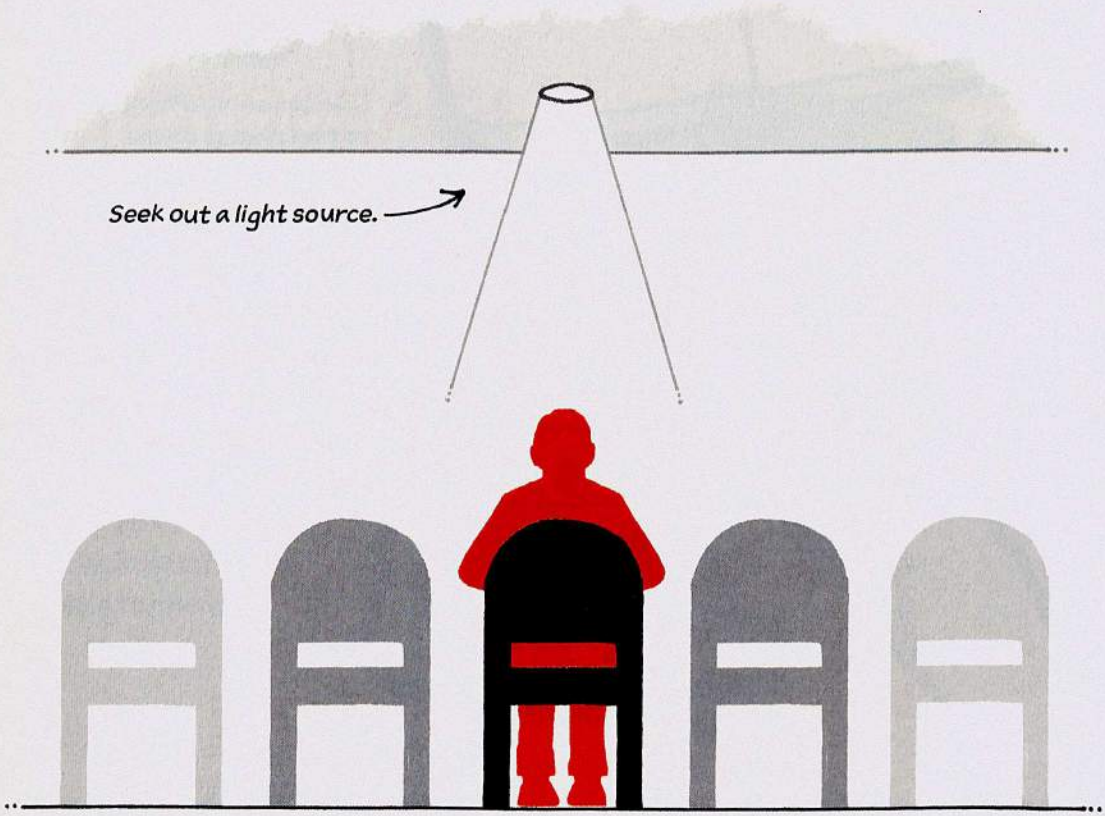
ALWAYS BRING BACKUPS
You never know when a pen might run out of ink or a sketchbook might get damaged. Bring spares along to be safe.



3 ARRIVE EARLY

I arrive at a presentation early and scout out the best seating. Spots underneath lights and close to the front allow me to hear and see the speaker.

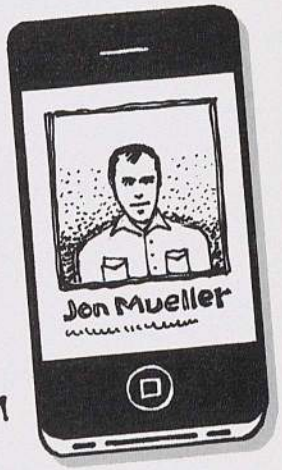
SITTING IN THE MIDDLE OF A ROW can reduce annoyances or disruptions if others are coming in late or leaving early.



Choose a middle seat.

4 CREATE A TITLE

A completed title page, ready to go.



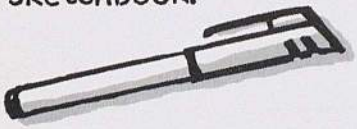
I like to use my iPhone to find photos of the speaker for reference on my title page.

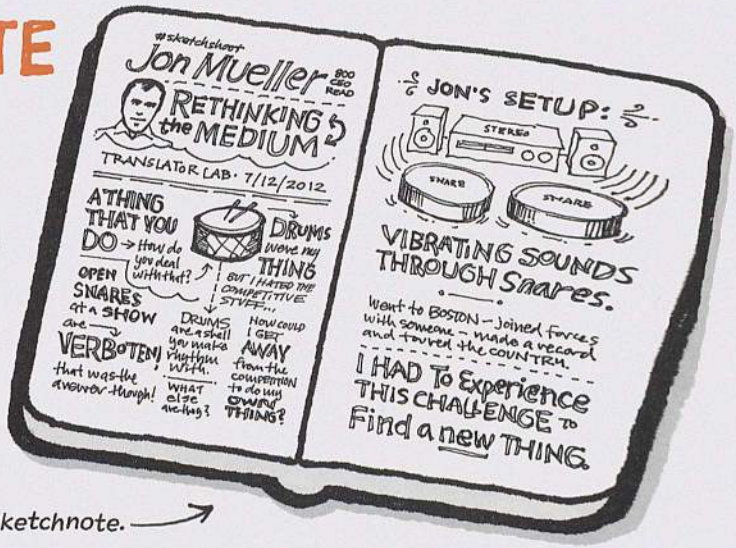
ONCE I'VE SETTLED IN, I check the topic and the speaker's name, verify spellings, and sometimes find a photo on my phone to create a visually interesting title page for the speaker or the topic.

I complete my title before the speaker begins, so I can focus on the talk rather than rushing to create a title at the start of the presentation.

5 SKETCHNOTE

When the talk begins, I listen, synthesize the ideas I'm hearing, and start drawing what I'm thinking about as sketchnotes in my sketchbook.

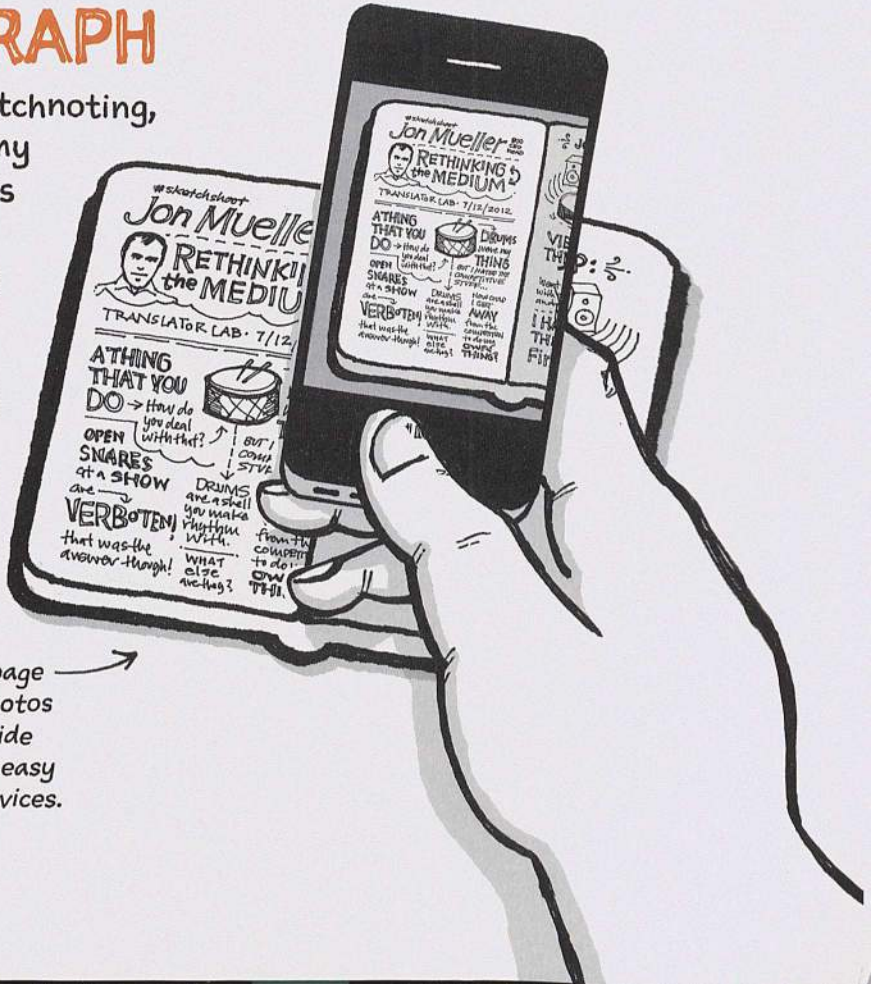



#sketchshoot
Jon Mueller
800 CBC ROAD
RETHINKING the MEDIUM
TRANSLATOR LAB · 7/12/2012
A THING THAT YOU DO → How do you deal with that?
DRUMS move my THING
BUT I HATED THE COMPETITIVE STYLE...
OPEN SNARES at a SHOW are → VERBOTEN!
DRUMS are a skill you make rhythm with.
How could I GET AWAY from the competition to do my own THING?
that was the answer though!
WHAT else are they?
JON'S SETUP:
STEREO
SNARE
SNARE
VIBRATING SOUNDS THROUGH Snares.
Went to BOSTON - joined forces with someone - made a record and toured the COUNTRY.
I HAD To Experience THIS CHALLENGE to Find a new THING

A completed sketchnote. →

6 PHOTOGRAPH

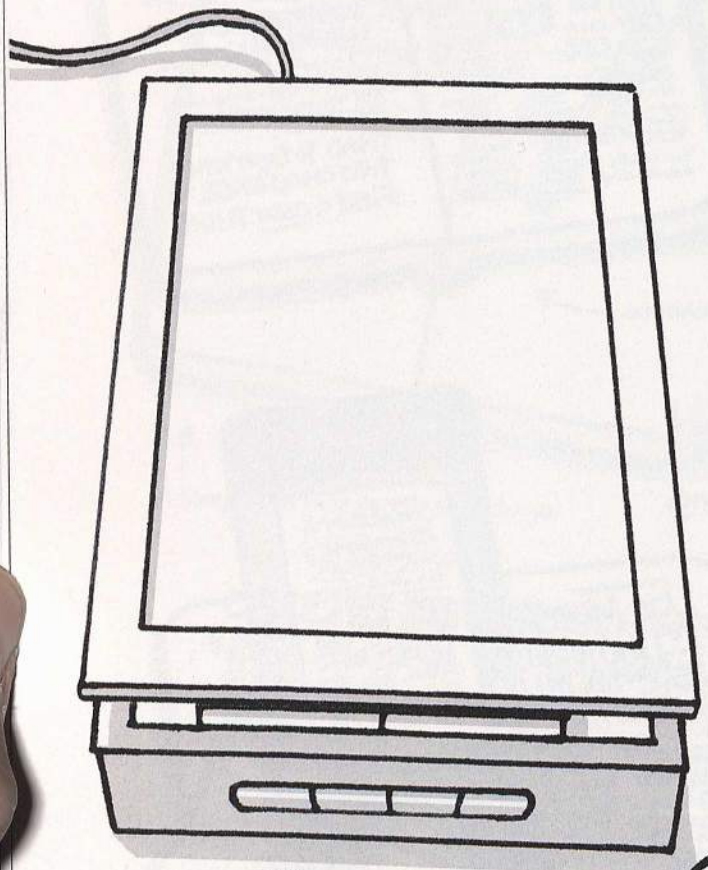
When I'm done sketchnoting, I shoot photos of my sketchnotes. This is a great way to immediately share what you've created via social media, and photos serve as a good backup of your sketchnotes.



I like to shoot each page as a single image. Photos of single pages provide more detail and are easy to view on mobile devices. →

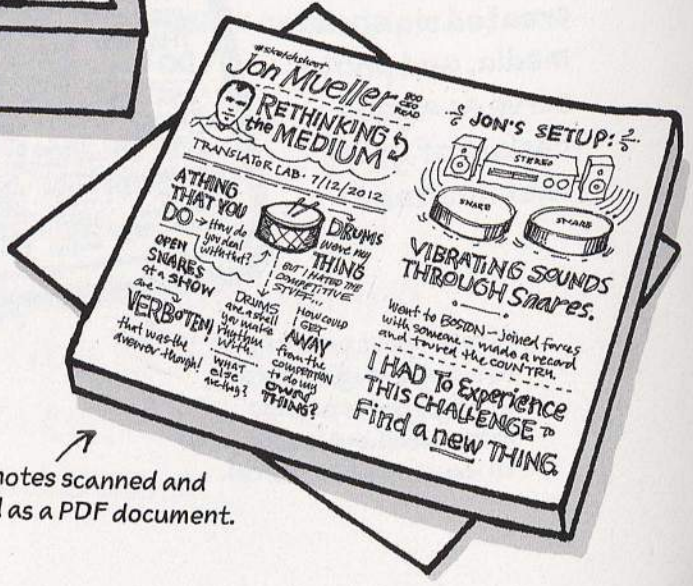
7 SCAN, TUNE & POST

When I get home, I scan my sketchnotes at high resolution, adjust the contrast, and fix any typos or errors in Photoshop. Final scans are exported to PNG formatted files for sharing online.



USB powered scanner

I use the same PNG files of my sketchnote scans to create a letter-sized, printable PDF document.


#sketchshare
Jon Mueller
RETHINKING the MEDIUM
TRANSLATOR LAB · 7/12/2012
A THING THAT YOU DO → How do you deal with that?
DRUMS were my THING
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I HAD To Experience THIS CHALLENGE To Find a new THING.

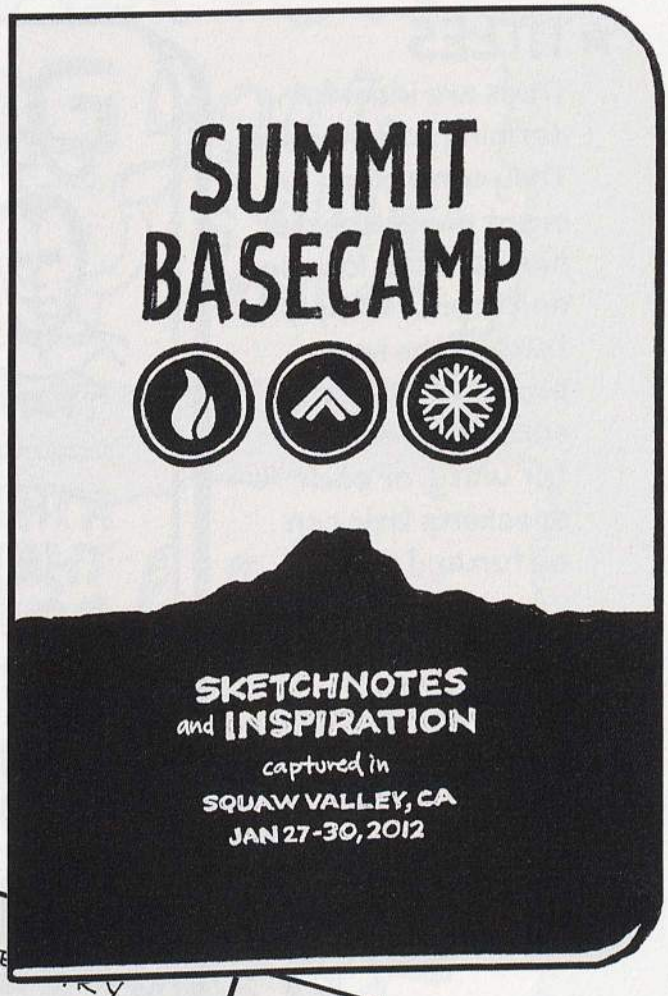
Sketchnotes scanned and assembled as a PDF document.

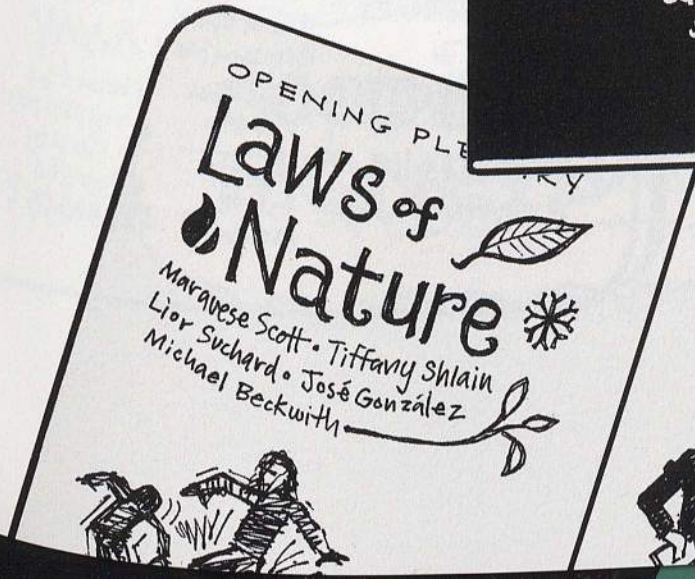
CONFERENCE ORGANIZERS

share sketchnotes to promote their upcoming events to potential attendees because they capture the event simply and visually.

Organizers often like to give away copies of the sketchnotes as PDF documents or printed booklets to their attendees. These after-event documents work well as handy offline references.

This printed booklet was created as a gift for the attendees of Summit Basecamp by the organizers. Booklets can also work great as a promotional item for the organizers.





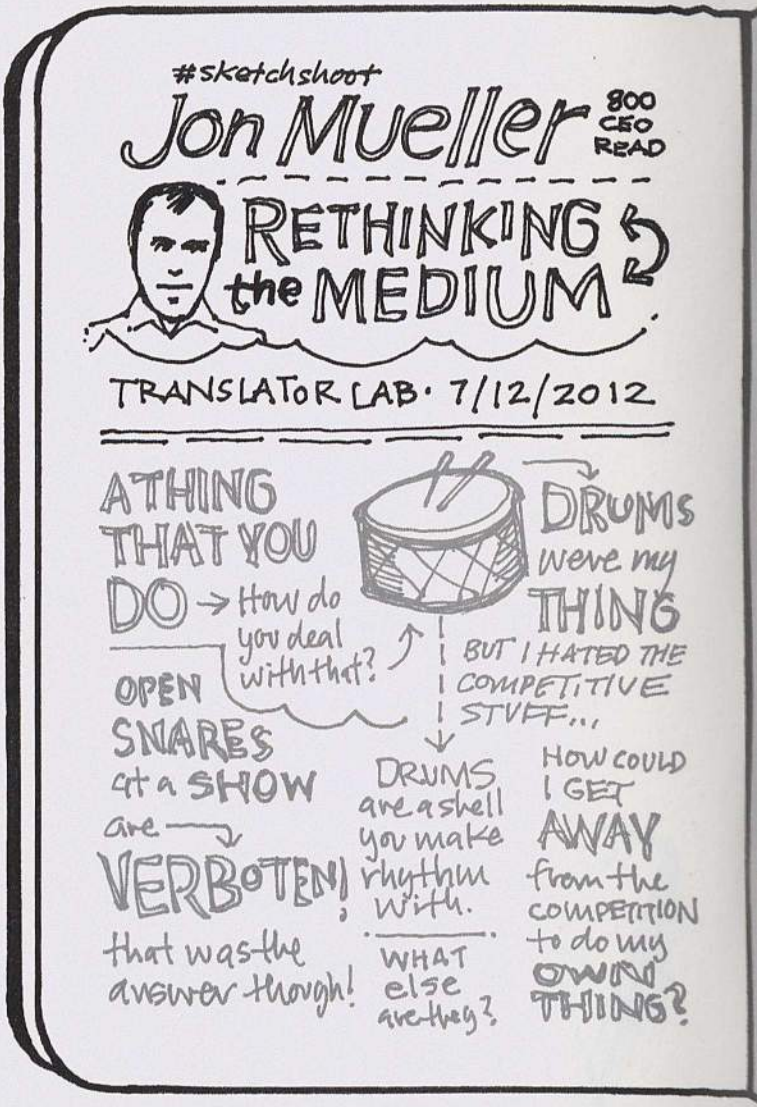
ANATOMY OF A SKETCHNOTE

I've created a map of sketchnote elements from an existing sketchnote so you can see and better understand each element.

★TITLES

Titles are ideal for defining sketchnotes. They can include an event name, speaker names, date, location, and topic. Multiple talks at the same event can follow a consistent design for unity, or each speaker's title can be fun and unique.

TAKE TIME TO CREATE A TITLE BEFORE YOU BEGIN YOUR SKETCHNOTES.

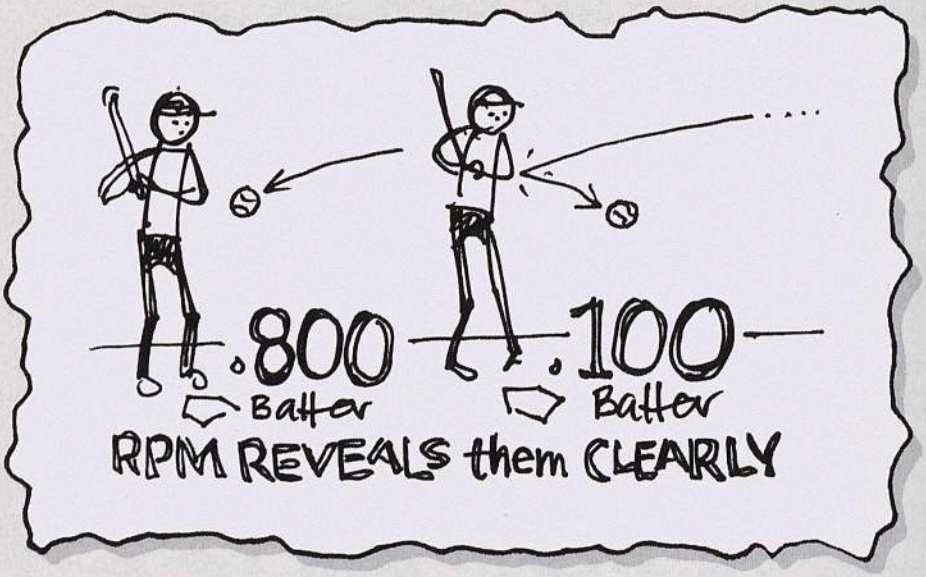

#sketchshoot
Jon Mueller
800 CEO READ
RETHINKING the MEDIUM
TRANSLATOR LAB · 7/12/2012
A THING THAT YOU DO
How do you deal with that?
OPEN SNARES at a SHOW are VERBOTEN!
that was the answer though!
DRUMS are a shell you make rhythm with.
WHAT else are they?
DRUMS were my THING
BUT I HATED THE COMPETITIVE STUFF...
HOW COULD I GET AWAY from the COMPETITION to do my OWN THING?

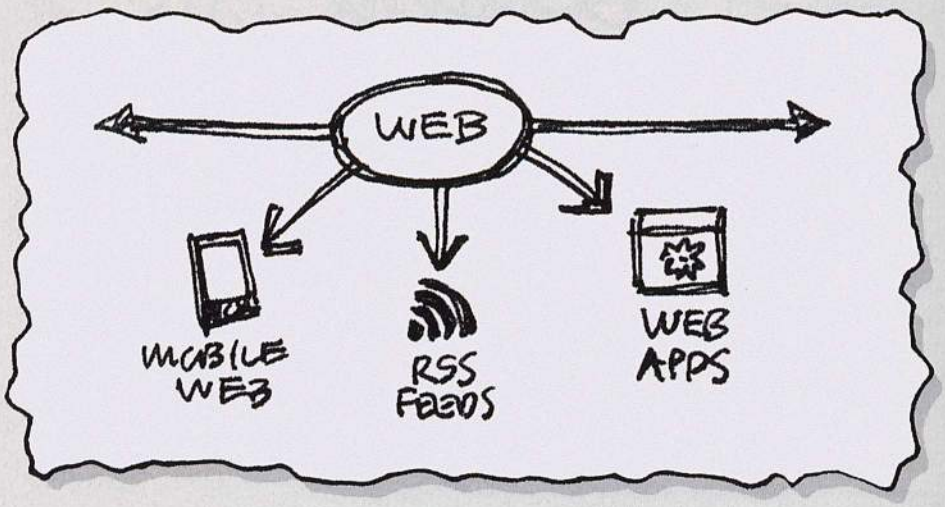
★TYPOGRAPHY

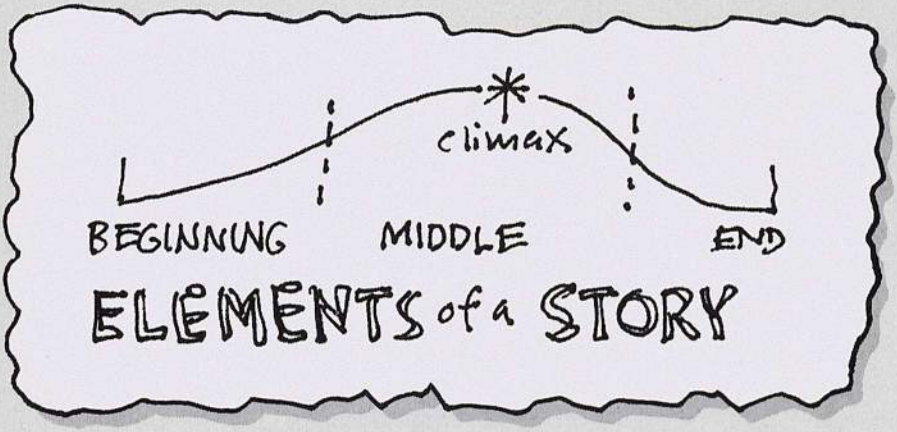
Typography is useful to emphasize ideas, create a hierarchy and structure, and even establish a mood.

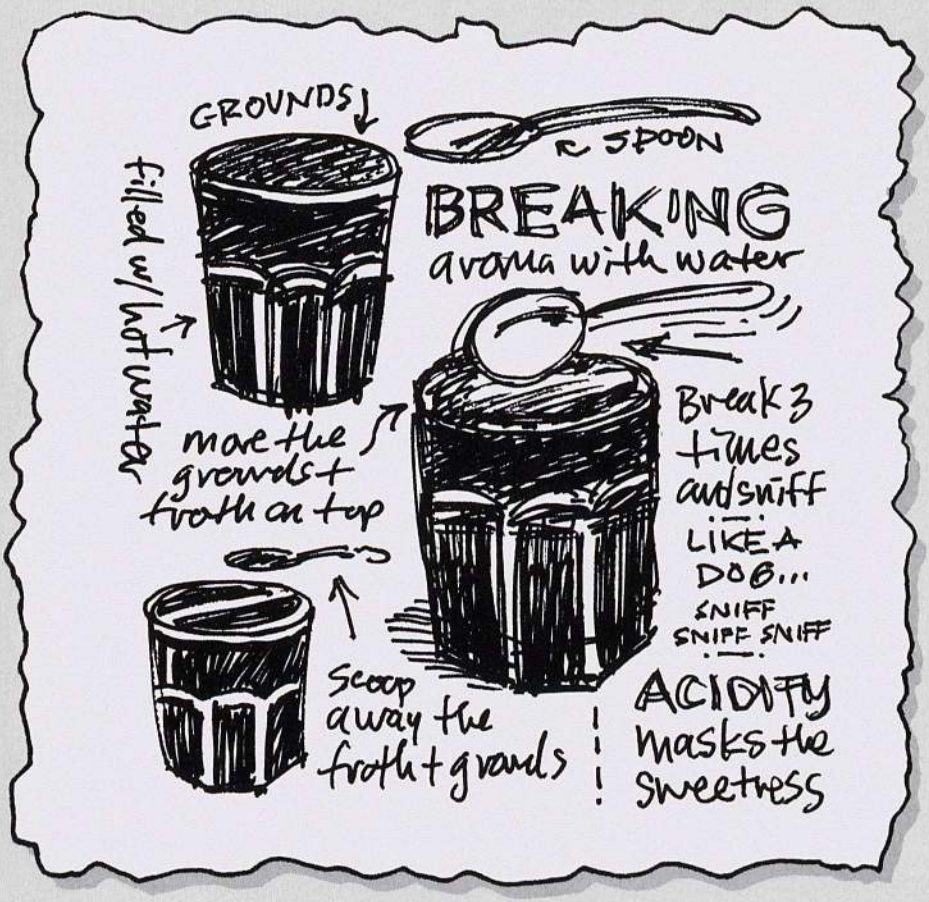
★DIAGRAMS & DRAWINGS

Diagrams and drawings make for more interesting elements. A few pen strokes can illustrate complex ideas quickly.



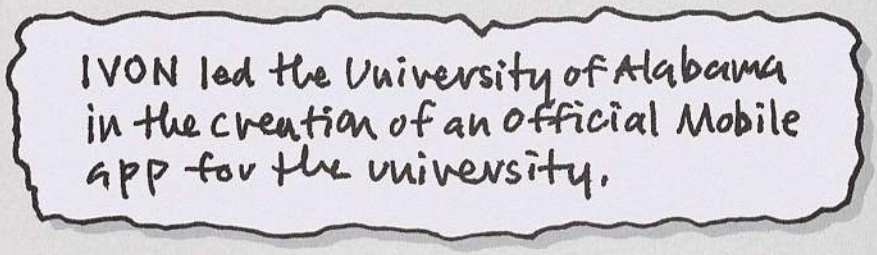



climax
BEGINNING
MIDDLE
END
ELEMENTS of a STORY


GROUNDS
SPOON
filled w/ hot water
BREAKING
aroma with water
move the grounds + froth on top
Break 3 times and sniff
LIKE A DOG...
SNIFF SNIFF SNIFF
Scoop away the froth + grounds
ACIDITY masks the sweetness

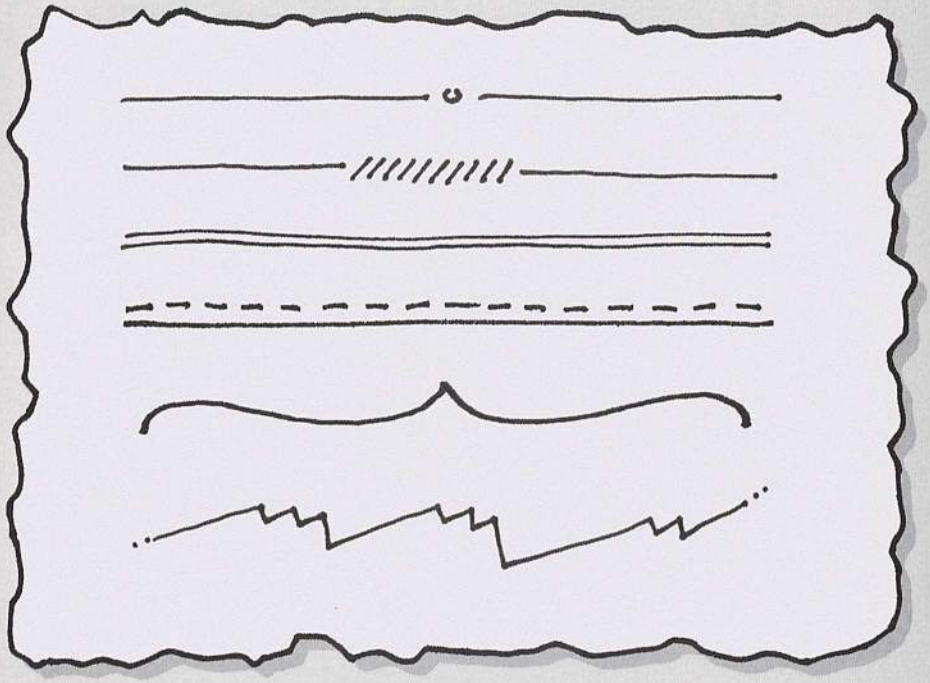
★HANDWRITING

Handwriting is helpful for adding a detailed description if a diagram or information is needed.



★DIVIDERS

Dividers like rules, dotted lines, and so on can help separate ideas from each other visually, creating order and structure.



★ARROWS

Arrows point out details and can help focus attention on specific drawings, typography, or text, and they can provide a connection between multiple ideas.

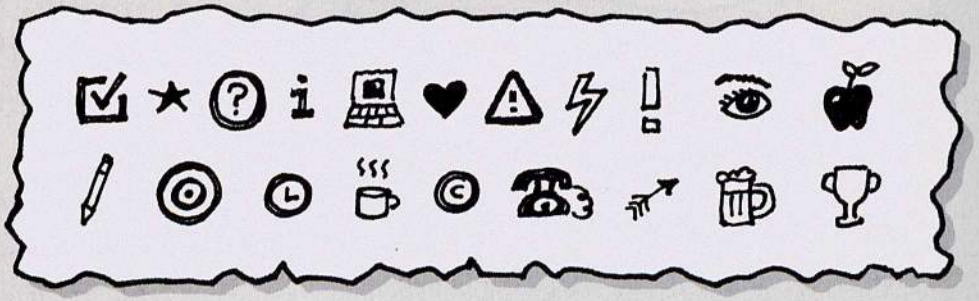
★BULLETS

Bullets are useful for identifying a series of ideas or highlighting a single idea among drawings or text. Different types of bullet icons can further define ideas.

* RYANAIR - tricky
* HOTELS.com - shifty
* REGISTER.com - Add
* PHILIPS - Forced spam
→ IS IT READABLE?
→ is it legible?
→ HOW DID THIS HAPPEN ANYWAY?
★ UNDERSTAND CONTE
★ LOOK AT THE ENTIRETY A TYPEFACE
★ HEADLINE + BODY
• Gas prices ros
• President force
• First year for

★ICONS

Icons are handy to use throughout a sketchnote document to identify ideas visually as repeating elements.

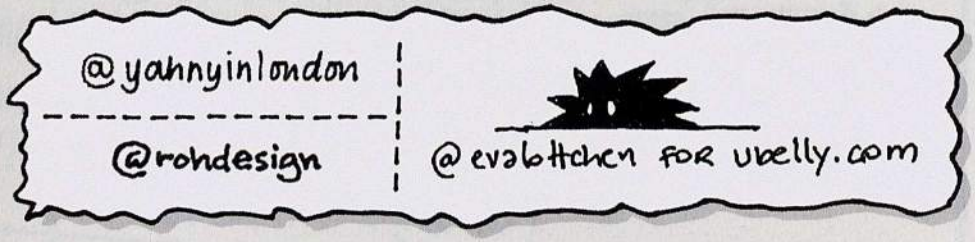


★CONTAINERS

Containers connect various elements together in a single grouping to represent an overall idea or topic.

★SIGNATURES

Signatures are an optional way to identify sketchnotes. If you're creating sketchnotes for your own use, no signature is required.



#sketchshoot

Jon Mueller

800 CEO READ

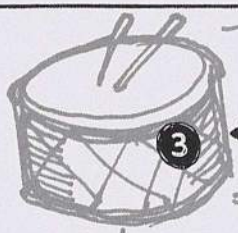
RETHINKING the MEDIUM

TRANSLATOR LAB · 7/12/2012

1

2

A THING THAT YOU DO → How do you deal with that?



3

DRUMS were my THING

4

BUT I HATED THE COMPETITIVE STUFF...

5

How could I GET AWAY from the COMPETITION to do my OWN THING?

6

OPEN SNARES at a SHOW are → VERBOTEN! that was the answer though!

DRUMS are a shell you make rhythm with.

7

WHAT else are they?

A SKETCHNOTE *from* START *to* FINISH

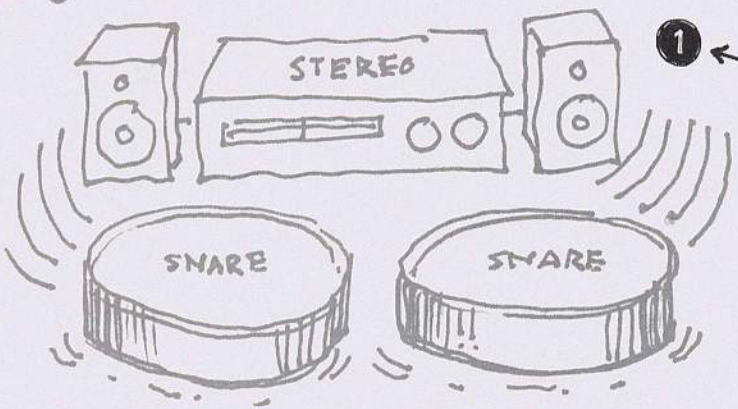
PAGE ONE

To help you see the progression of a sketchnote from start to finish, I've labeled each section with a number and provided a brief descripton to show why and in which order each area was drawn.

1. The title creation was done before the event, using a photo of the speaker, Jon Mueller, on my iPhone.
2. For the first idea, I captured "A THING THAT YOU DO."
3. Jon talked about a snare drum, so my first drawing was of a drum.
4. Here I've fitted "DRUMS WERE MY THING" into this snug space on the right side of the snare drum drawing.
5. An arrow points to another idea lower on the page.
6. I added a "DO MY OWN THING" concept in the lower-right area.
7. Here I emphasized the idea of snare drums being verboten.

With this first page of sketchnotes, I've used a radial pattern to organize the talk information. I'll talk about sketchnote patterns in Chapter 5.

JON'S SETUP:



1

VIBRATING SOUNDS THROUGH Snares. 2

3

Went to BOSTON - joined forces with someone - made a record and toured the COUNTRY. 4

5

I HAD To Experience THIS CHALLENGE TO 6

Find a new THING.

A SKETCHNOTE *from* START *to* FINISH

PAGE TWO

1. Here I added a drawing of Jon's drum setup as I pictured it in my mind's eye. I added the title after drawing the image.
2. This description of Jon's approach to sending sounds through snare drums was key to the presentation, so I gave it focus with large, ALL CAPS typography.
3. I used a separator to create a break between the top and bottom.
4. Jon mentioned driving to Boston, creating a record, and touring the country, so I added it just below the separator.
5. Here's another separator using dashed lines.
6. To wrap up my sketchnotes, I used bold type to to emphasize the speaker's final thought.

On the second page of my sketchnotes, I used a linear pattern for the information with heavier emphasis on drawings and typography.

#sketchshoot

Jon Mueller

800 CEO READ

RETHINKING the MEDIUM

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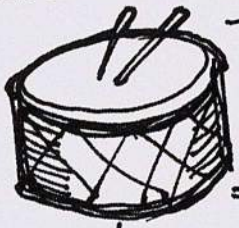
A THING THAT YOU DO → How do you deal with that?

OPEN SNARES at a SHOW are → VERBOTEN!

that was the answer though!



DRUMS were my THING

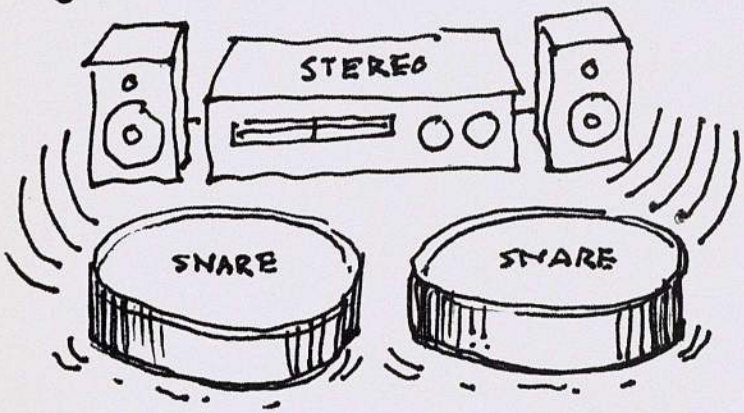
BUT I HATED THE COMPETITIVE STUFF...

DRUMS are a shell you make rhythm with.

WHAT else are they?

HOW COULD I GET AWAY from the COMPETITION to do my OWN THING?

JON'S SETUP:



VIBRATING SOUNDS THROUGH Snares.

Went to BOSTON - joined forces with someone - made a record and toured the COUNTRY.

I HAD To Experience THIS CHALLENGE to Find a new THING.

DO YOUR RESEARCH

and

ARRIVE A BIT EARLY!

Being prepared helps you relax when the time comes to listen, cache ideas, and draw them.

RECAP

- Use my process as a starting point, and then make it your own.
- Research speakers and topics to gain insight and confidence.
- Backups are key to being prepared when you're sketchnoting.
- Arrive early, scout your location, and use the extra time to create a title *before* the event.
- Photograph your sketchnotes right after the event to share them, and to have a backup.
- Shared sketchnotes are great resources for attendees and work well as PR tools.
- The anatomy of a sketchnote includes the title, typography, diagrams & drawings, handwriting, dividers, arrows, bullets, icons, containers, and signatures.

★ NEXT: TYPES OF SKETCHNOTES

Michelle GEORGE

about.me/michellegeorge

FIND ME HERE

DON'T forget TO REMEMBER

- THINK ABOUT LAYOUT BEFOREHAND
- HAVE A STANDARD SET OF SYMBOLS & FONTS
- KEEP IT SIMPLE!
- CAPTURE WHAT'S MEANINGFUL TO YOU
- IT DOESN'T HAVE TO BE PERFECT

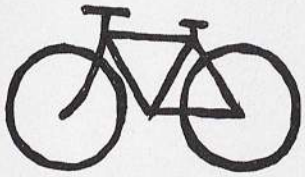
MY biggest CHALLENGE

... LISTENING & DRAWING AT THE SAME TIME!

I GET LOST IN THE PICTURES.

my STYLE & TOOLS
WRITER
ARTIST
AUSSIE
GEEK
MANAGER
MOTHER
WIFE
STYLE DEPENDS ON WHAT I'M CAPTURING
LOTS OF DATA MEANS TEXT + SYMBOLS + TYPOGRAPHY
EVENTS WITH SCOPE FOR ANALYSIS TEND TO BE RESPONSIVE & INVOLVE MORE PICTURES
I USE MOLESKINE NOTEBOOKS & WATERCOLOUR SKETCHBOOKS
I LIKE PENS THAT
flow
SOMETIMES I ADD WATERCOLOUR
MY FAVE LAMY SAFARI
I ALSO USE UNI-BALL eye pens

HI! I'M EVA-LOTTA LAMM
I'M A DESIGNER LIVING IN LONDON
WWW. SKETCHNOTES BOOK.COM
sketch notes 2011
my book ☺ one year of conference notes
@evalottchen
TOMBOW ABT BRUSH PEN
PILOT G-TEC-C4 GEL PEN
COLOURED MUJI GEL PEN
TOMBOW
although I love pens, the material you use doesn't really matter that much after all.
I like spiral-bound sketchbooks, because they fold over into a nice solid block
Any Pen is better than No Pen
BUT the best sketchbook is the one you have
ALWAYS WITH YOU.



sketching ≠ drawing

sketchnotes ≠ illustration

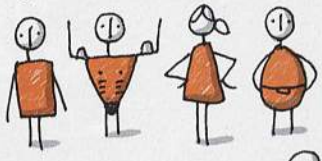
QUICK
EXPLORING IDEAS
IMPROVISED
&
playful

PLANNED + LAYED OUT
DETAILED
FINISHED

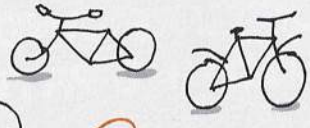
(this piece is more of an illustration)

develop your own VISUAL VOCABULARY & STYLE

PLAY WITH SHAPES

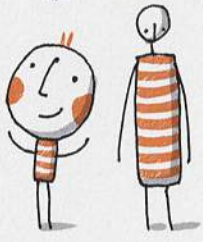


SKETCH AN OBJECT 50 TIMES TO MAKE IT YOURS...

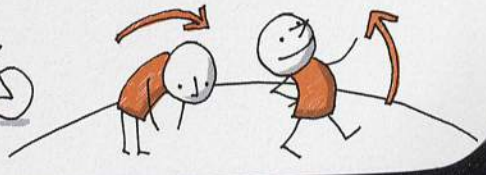


surprise yourself

PRO-PORT-IONS



DIRECTION+ DYNAMICS



CELEBRATE HAPPY ACCIDENTS

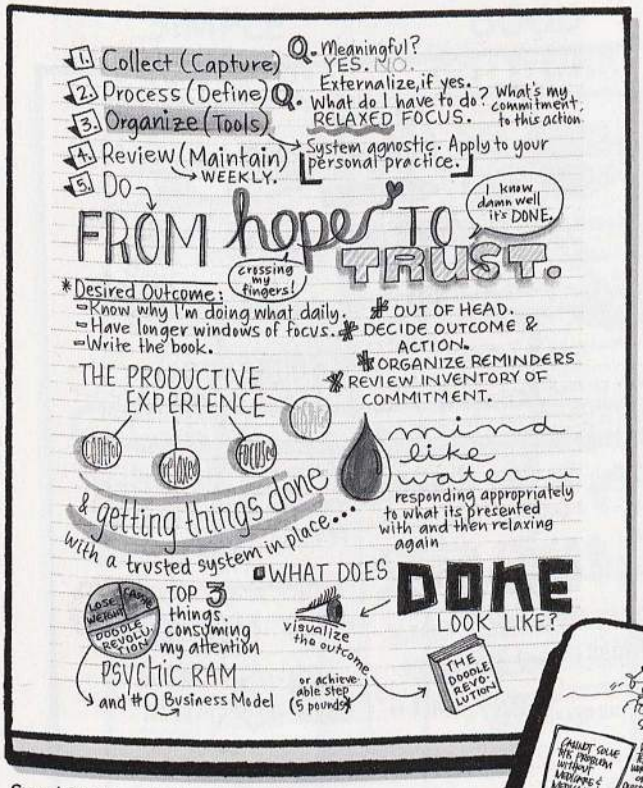
CHAPTER 5

TYPES of Sketchnotes

SKETCHNOTES ARE A BLEND OF PERSONAL STYLE AND THE IDEAS YOU HEAR, ANALYZE, AND CAPTURE. LET'S LOOK AT BLENDING STYLE WITH THINKING, STRUCTURE, AND SKETCHNOTING PATTERNS.

STYLE PLUS THINKING

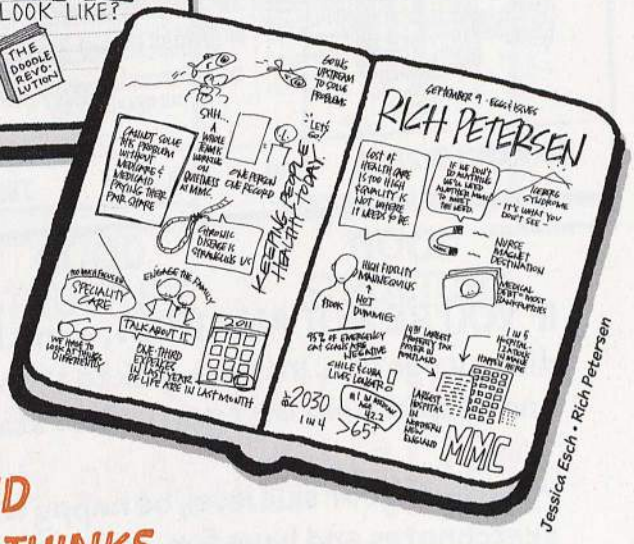
Sketchnotes are beautiful because of their variety and personality. Each sketchnote is created in a distinct, individual style, reflecting the person who creates it.



Sunni Brown • Getting Things Done

BUT MORE

than just style, sketchnotes reveal the thinking processes of their creator. Sketchnotes convey what the person is hearing, how that person analyzes and processes information, and what is most relevant in that person's view.

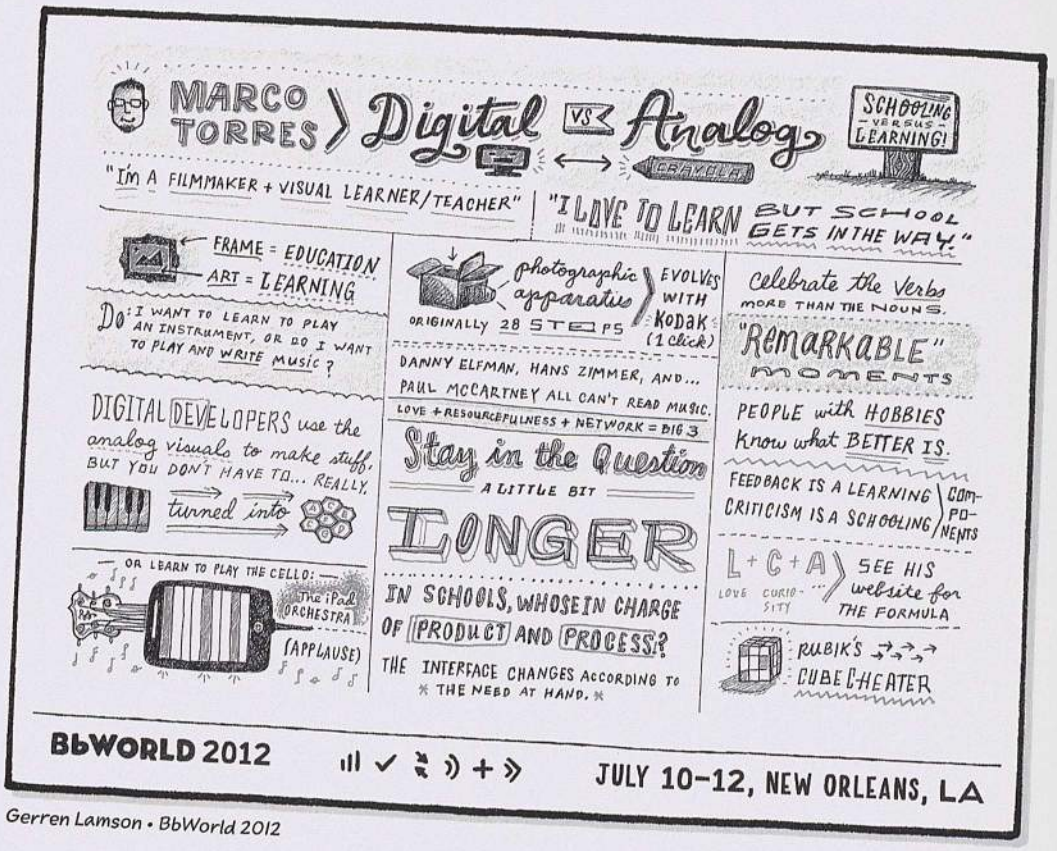


Jessica Esch • Rich Petersen

BY LOOKING AT SKETCHNOTES — THEIR STYLE AND STRUCTURE — I CAN BETTER UNDERSTAND HOW THEIR AUTHOR THINKS.

LET STYLE INSPIRE YOU

You may notice that many of the sketchnotes in this book are beautifully illustrated. Professional illustrators and designers, with years of visual experience, have created them.


MARCO TORRES
Digital VS Analog
CRAYOLA
SCHOOLING VERSUS LEARNING!
"I'M A FILMMAKER + VISUAL LEARNER/TEACHER"
"I LOVE TO LEARN BUT SCHOOL GETS IN THE WAY."
FRAME = EDUCATION
ART = LEARNING
DO I WANT TO LEARN TO PLAY AN INSTRUMENT, OR DO I WANT TO PLAY AND WRITE MUSIC?
DIGITAL DEVELOPERS use the analog visuals to make stuff, BUT YOU DON'T HAVE TO... REALLY.
turned into
OR LEARN TO PLAY THE CELLO:
The iPad ORCHESTRA
(APPLAUSE)
photographic apparatus
ORIGINALLY 28 STEPS
EVOLVES WITH KODAK (1 click)
DANNY ELFMAN, HANS ZIMMER, AND... PAUL MCCARTNEY ALL CAN'T READ MUSIC.
LOVE + RESOURCEFULNESS + NETWORK = BIG 3
Stay in the Question
A LITTLE BIT
LONGER
IN SCHOOLS, WHOSE IN CHARGE OF PRODUCT AND PROCESS?
THE INTERFACE CHANGES ACCORDING TO * THE NEED AT HAND. *
Celebrate the Verbs MORE THAN THE NOUNS.
"REMARKABLE" MOMENTS
PEOPLE with HOBBIES Know what BETTER IS.
FEEDBACK IS A LEARNING COMPONENTS
CRITICISM IS A SCHOOLING
L + C + A
LOVE CURIOSITY
SEE HIS website for THE FORMULA
RUBIK'S CUBE C-HEATER
BbWORLD 2012
JULY 10-12, NEW ORLEANS, LA

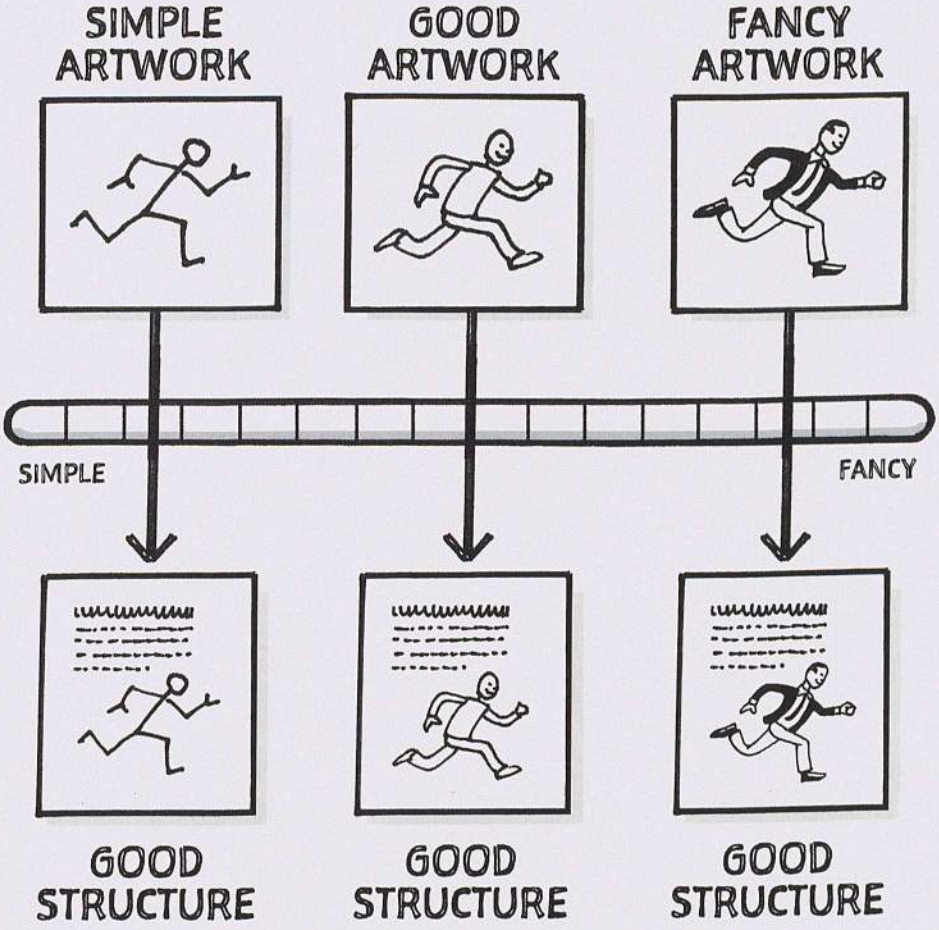
Gerren Lamson • BbWorld 2012

IF YOU'RE NOT AN ARTIST, don't let these sketchnotes discourage you. Instead, look to them for inspiration and ideas, and keep in mind that you're just starting as a sketchnoter.

Whatever your skill level, be happy with where you are. Create sketchnotes and have fun, and work to improve your skills.

The ART & STRUCTURE SCALE

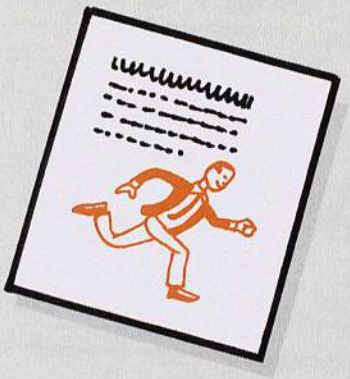
A helpful way to keep your current skills in perspective is to view sketchnotes that progress across a continuum:



ALWAYS GOOD STRUCTURE REGARDLESS of ART QUALITY.

AT ONE END OF THE SCALE

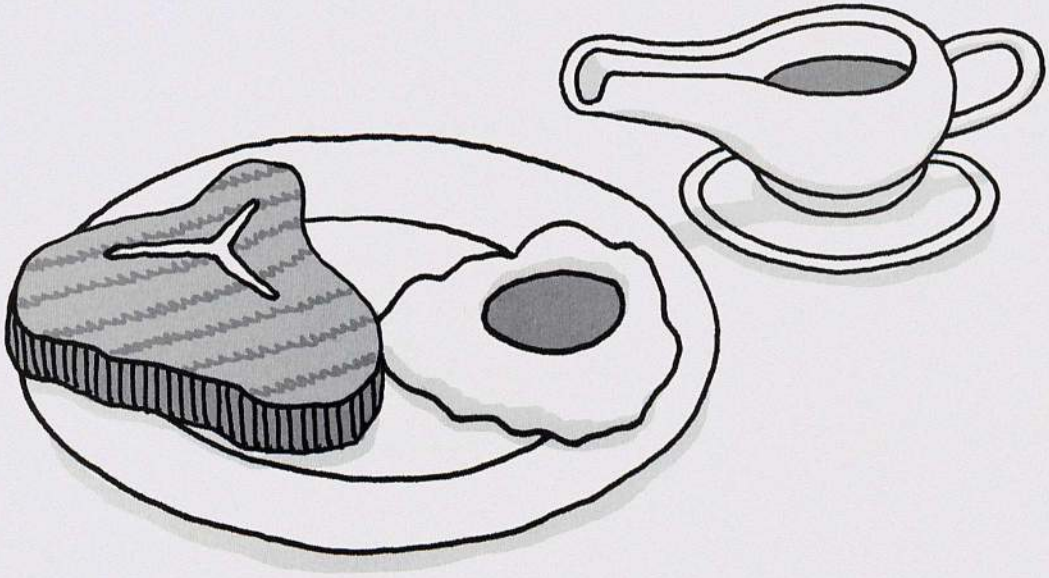
you'll see ideas represented as rough drawings by regular people. Even using simple drawings, these sketchnotes use structure to capture ideas effectively on the page.



AT THE OTHER END

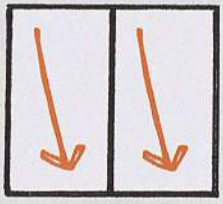
you'll see beautiful illustrations created by experienced professionals. Although the art may be more refined, the key to a sketchnote is a logical organization that makes sense and captures the ideas.

THINK OF
GOOD
STRUCTURE
as MEAT and
POTATOES,
AND FANCY ART as the
GRAVY ON TOP.

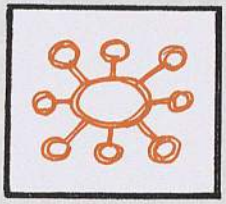


SKETCHNOTING PATTERNS

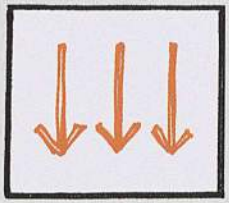
In the last five years I've reviewed many sketchnotes and have found that most fall into a few patterns:



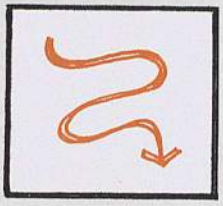
LINEAR



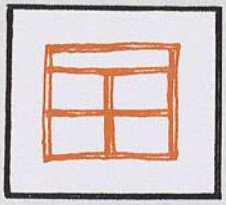
RADIAL



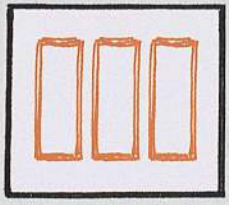
VERTICAL



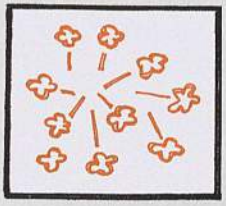
PATH



MODULAR



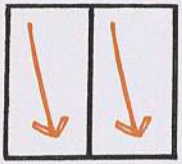
SKYSCRAPER

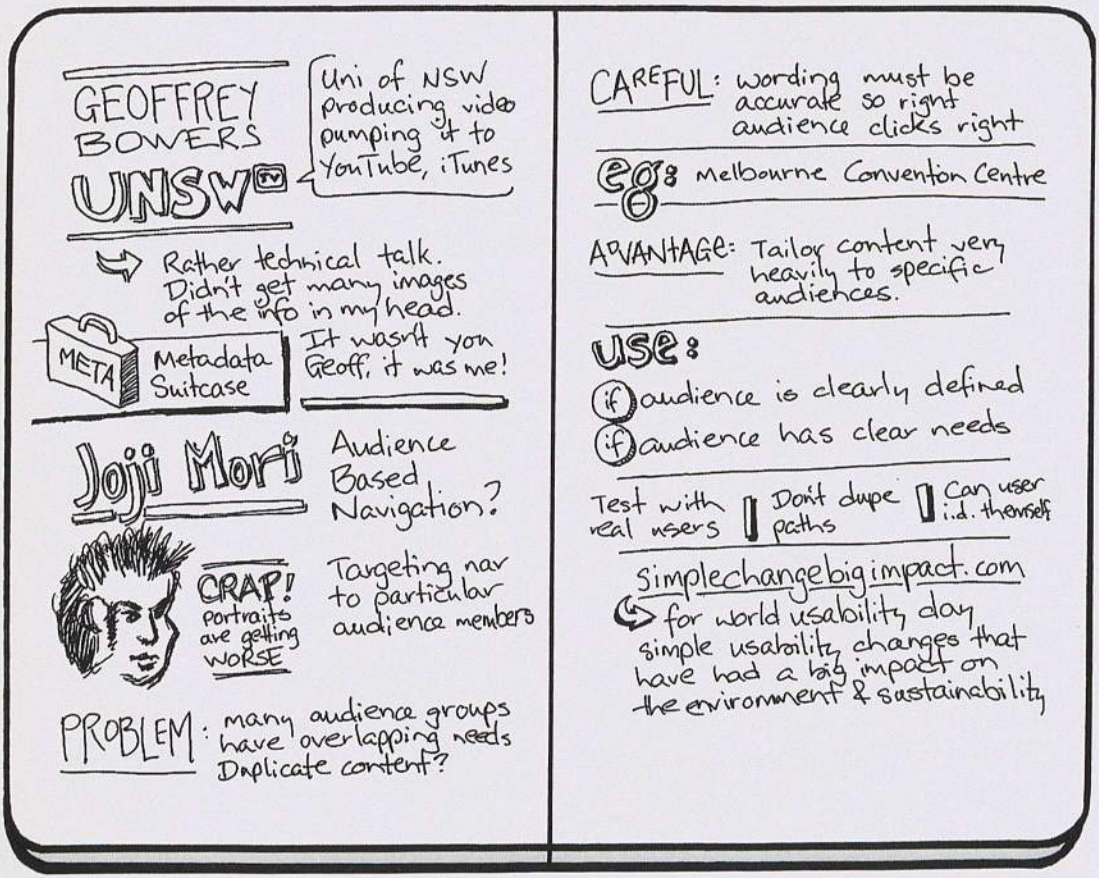


POPCORN

LINEAR

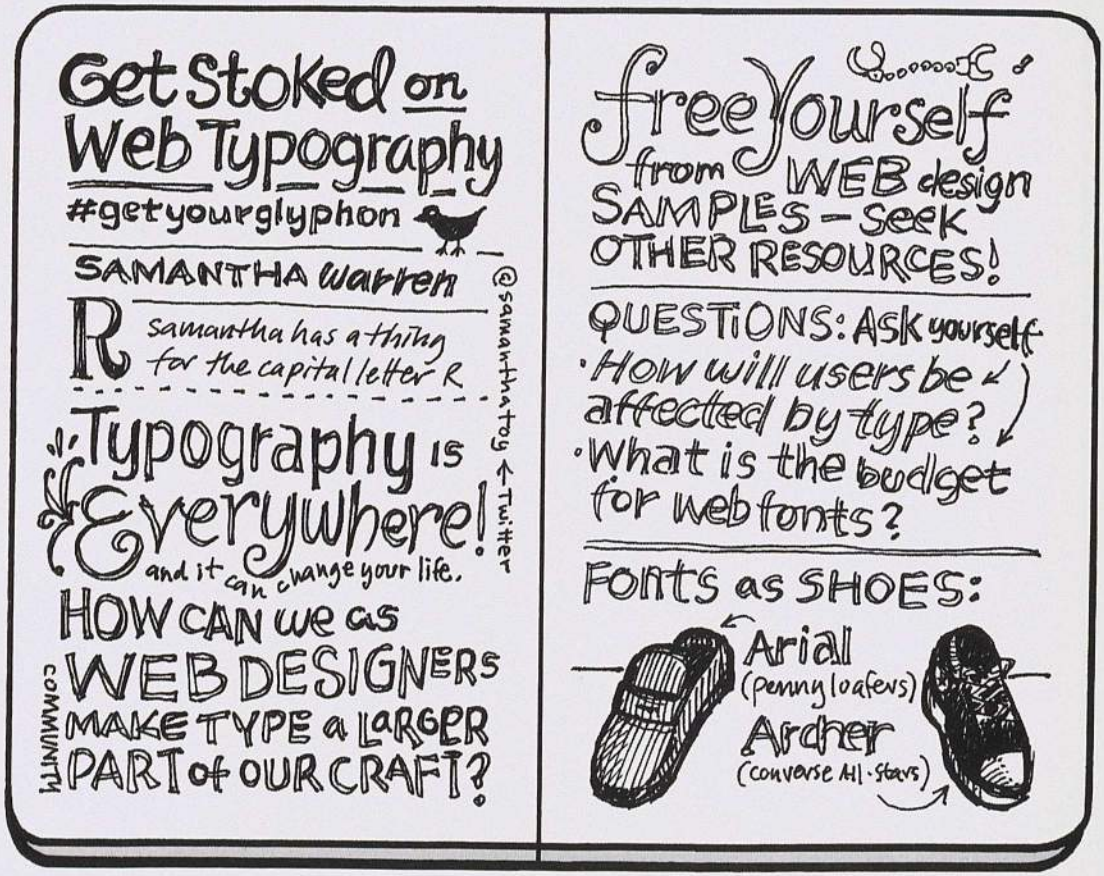
Following the pattern of a printed book, the linear sketchnote format shows information diagonally from the top left to the bottom right of a page or spread of two pages.




GEOFFREY BOWERS
UNSW
Uni of NSW producing video pumping it to YouTube, iTunes
Rather technical talk. Didn't get many images of the info in my head.
META
Metadata Suitcase
It wasn't you Geoff, it was me!
Joji Mori
Audience Based Navigation?
CRAP! portraits are getting WORSE
Targeting nav to particular audience members
PROBLEM: many audience groups have overlapping needs Duplicate content?
CAREFUL: wording must be accurate so right audience clicks right
eg: Melbourne Convention Centre
ADVANTAGE: Tailor content very heavily to specific audiences.
USE:
if audience is clearly defined
if audience has clear needs
Test with real users
Don't dupe paths
Can user i.d. themself
simplechangebigimpact.com
for world usability day simple usability changes that have had a big impact on the environment & sustainability

Matt Balara • Oz IA 2009

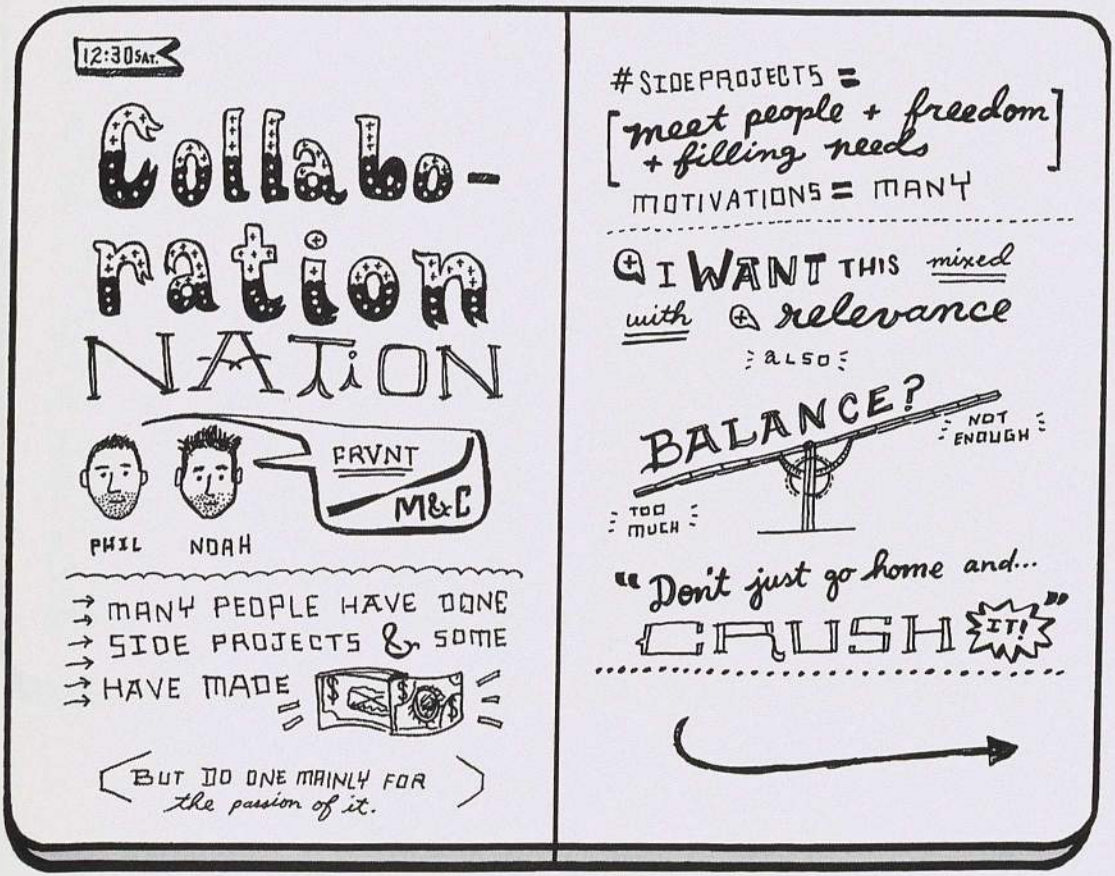
THE LINEAR PATTERN is what I typically use for my sketchnotes for two reasons: I like the story-like, linear flow of information on the page, and it works well in the two-page spreads I use in hardcover sketchbooks.


Get Stoked on Web Typography
#getyourglyphon
SAMANTHA Warren
@samanthatoy ← Twitter
R samantha has a thing for the capital letter R
Typography is Everywhere!
and it can change your life.
HOW CAN we as WEB DESIGNERS MAKE TYPE a LARGER PART of OUR CRAFT?
COMMUNITY
Free Yourself from WEB design SAMPLES - seek OTHER RESOURCES!
QUESTIONS: Ask yourself
• How will users be affected by type?
• What is the budget for web fonts?
Fonts as SHOES:
Arial
(penny loafers)
Archer
(converse Hi-stars)

Mike Rohde • SXSW Interactive 2010

SKETCHNOTING in a linear pattern frees you to use as many pages as needed to capture ideas. It's also easy to read, because it follows standard book structure that's been used for hundreds of years.

JUST DON'T RUN OUT OF PAGES!



Gerren Lamson • SXSW Interactive 2011

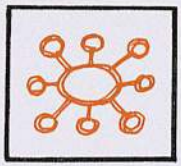
HOWEVER, the rigid flow of linear sketchnotes can limit layout options, whereas the free-form radial sketchnote pattern, discussed next, provides more flexibility.

07/09/11
From WOODTYPE to Webtype 2.2
WOODTYPER — BLOG —
WITH NICK SHERMAN
WORKS AT FONT BUREAU
FIRST JOB OUT OF SCHOOL WAS AT MYFONTS
HE IS NOT DAVID BERLOW (BUT WORKS FOR HIM)
TECHNOLOGY IS TEMPORARY
INNOVATION IS CRITICAL
HAMILTON MFG. CO.
It's all about design
THAT MAKES LETTERFORMS WORK
FONTS ARE DESIGN WITH INTENTION: THEY SHOULD BE PRESENTED ACCORDINGLY.
NEW PROBLEMS OF BOOK DESIGN
TYPECON · JOHN · BERRY · JULY, 9TH, 2011
PAGES VS. SCREENS
you can't design books if you don't read them
BOOK DESIGN NEEDS TO BE...
DYNAMIC, FLEXIBLE, INTELLIGENT.
SET GOOD DEFAULTS
HINTING IS NOT A SUBTLE SUGGESTION

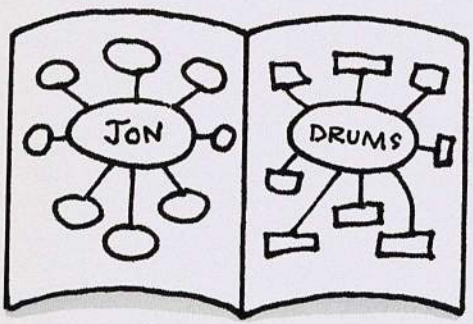
Carolyn Sewell • TypeCon 2011

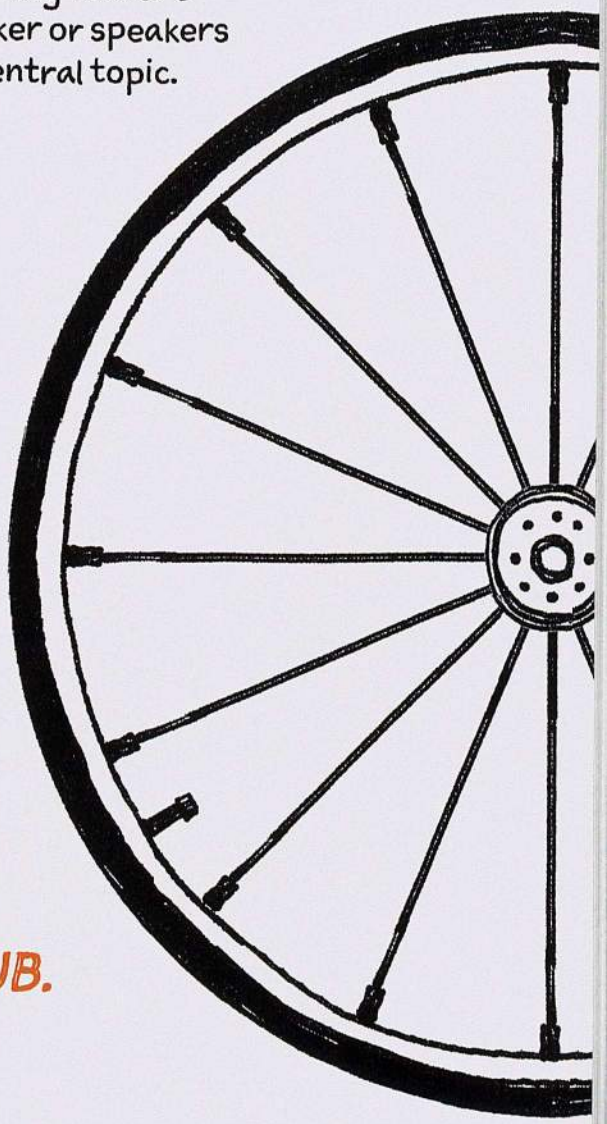
RADIAL

The radial pattern roughly follows the structure of a bicycle wheel with the hub at the center and spokes radiating outward.



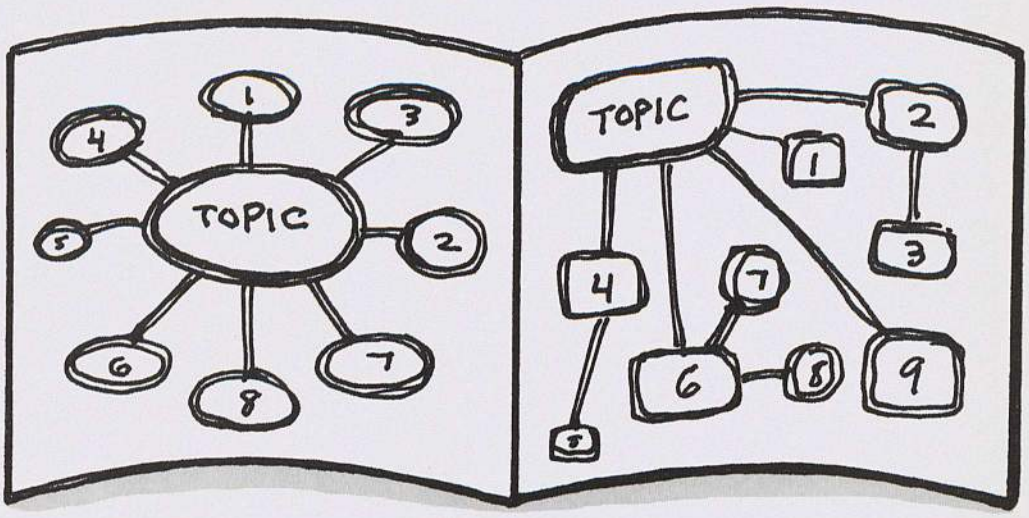
The center of a radial sketchnote may feature the name and drawing of the speaker or speakers who are presenting ideas, or the central topic.





THE CENTRAL HUB ESTABLISHES THE OVERALL CONCEPT, AND IDEAS CREATE A RADIATING PATTERN MOVING OUTWARD FROM THE CENTRAL HUB.

A RADIAL SKETCHNOTE doesn't have to be a perfect circle, and the hub doesn't need to be in the center of the page. This pattern can appear as an organic shape and still follow a hub-and-spoke structure.



SYMMETRIC
CIRCULAR and EQUALIZED

ASYMMETRIC
ORGANIC and UNEQUAL

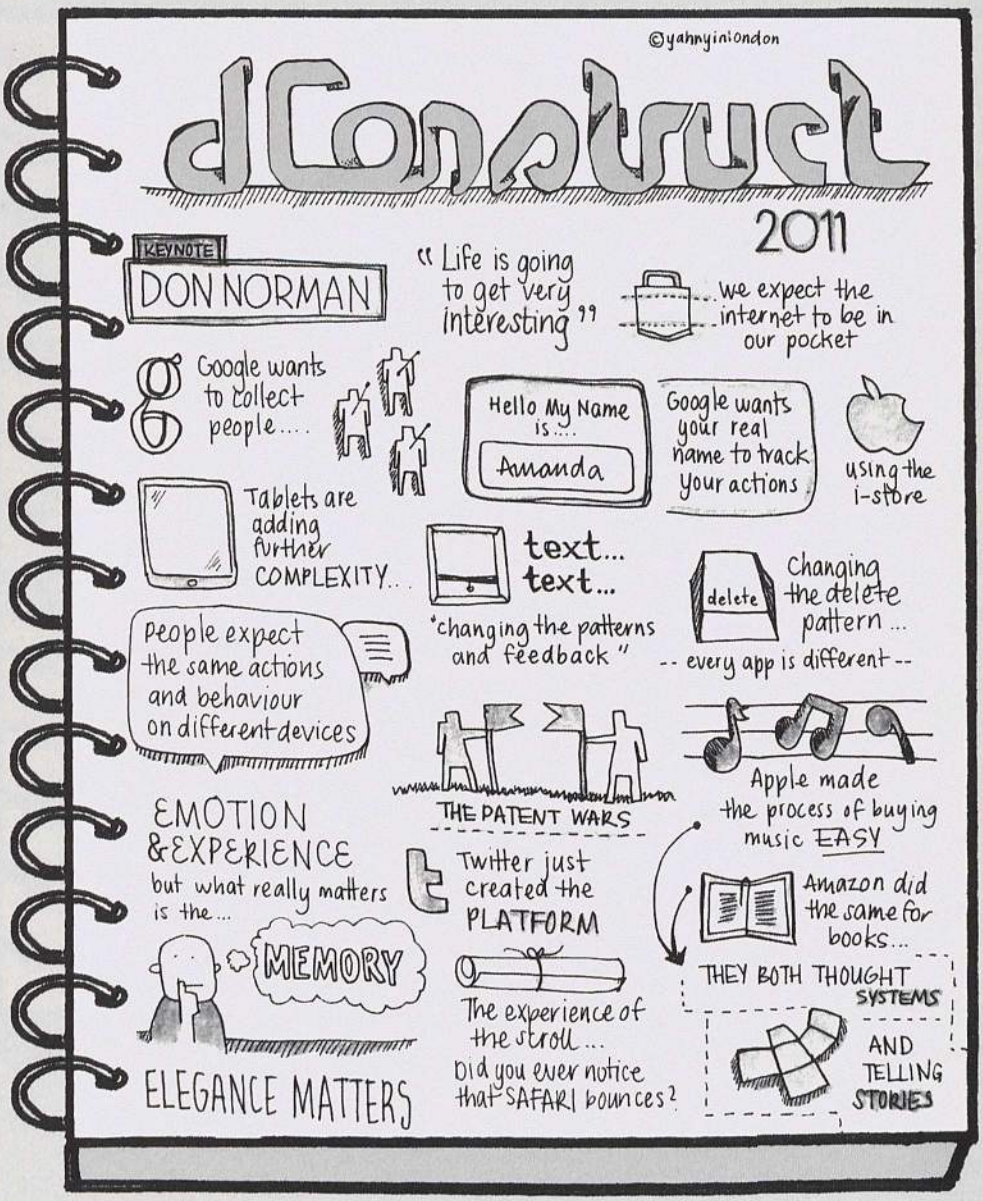
RADIAL SKETCHNOTE

THIS RADIAL SKETCHNOTE FEATURES THE SPEAKER'S NAME AND TALK TITLE AT THE TOP-LEFT CORNER.

JESSICA HISCHE
UNITING THROUGH NERDS TYPOGRAPHY
Procrastiworking
(IT'S VERY DIFFERENT FROM PROCRASTINATION)
sometimes your have to strong-arm people into something you know is going to be awe-some
I went from being Daily Dropcap girl to being ribbon type girl
Love USA
INTERNET CATS OF THE WORLD
I DOUBLE CLICKED YOUR ZIP FILE AND THE FONT DOESN'T SHOW UP IN MS WORD
gaaaaa
aaaaahhh
BARNES & NOBLES CLASSICS SERIES
Moonrise
TITLE FONT FOR WES ANDERSON'S FILM „MOONRISE KINGDOM"
Advocate and educate!
TOP 3 DREAM JOBS
omg
THE END.
(BREATHE)

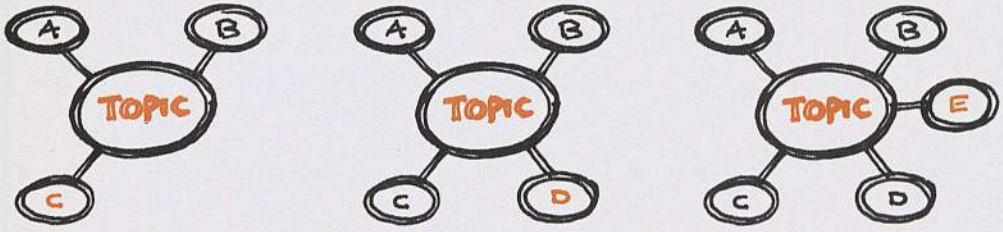
Eva-Lotta Lamm • Jessica Hische

THIS RADIAL SKETCHNOTE EMPHASIZES THE CONFERENCE NAME AT THE TOP OF THE PAGE.

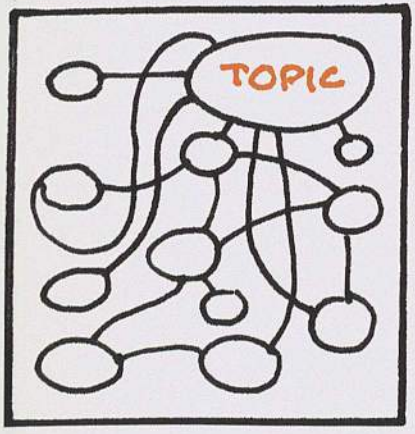

©yahnyiniondon
dConstruct
2011
KEYNOTE
DON NORMAN
" Life is going to get very interesting "
we expect the internet to be in our pocket
Google wants to collect people....
Hello My Name is....
Amanda
Google wants your real name to track your actions
using the i-store
Tablets are adding further COMPLEXITY...
text... text...
*changing the patterns and feedback "
delete
Changing the delete pattern ...
-- every app is different --
people expect the same actions and behaviour on different devices
THE PATENT WARS
Apple made the process of buying music EASY
EMOTION &EXPERIENCE
but what really matters is the...
MEMORY
Twitter just created the PLATFORM
Amazon did the same for books...
THEY BOTH THOUGHT SYSTEMS
AND TELLING STORIES
The experience of the stroll...
Did you ever notice that SAFARI bounces?
ELEGANCE MATTERS

Amanda Wright • dConstruct 2011

THE ADVANTAGE of a radial format is the freedom to add information wherever it fits in an outer spoke.



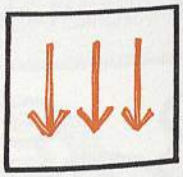
Because all of the spokes are connected to the central hub, clockwise, counterclockwise, or random patterns can work well with the radial sketchnote format.



Radial sketchnotes can sometimes make a reader work a bit harder to comprehend the pattern of ideas, because the information is structured in a complex, nonlinear way.

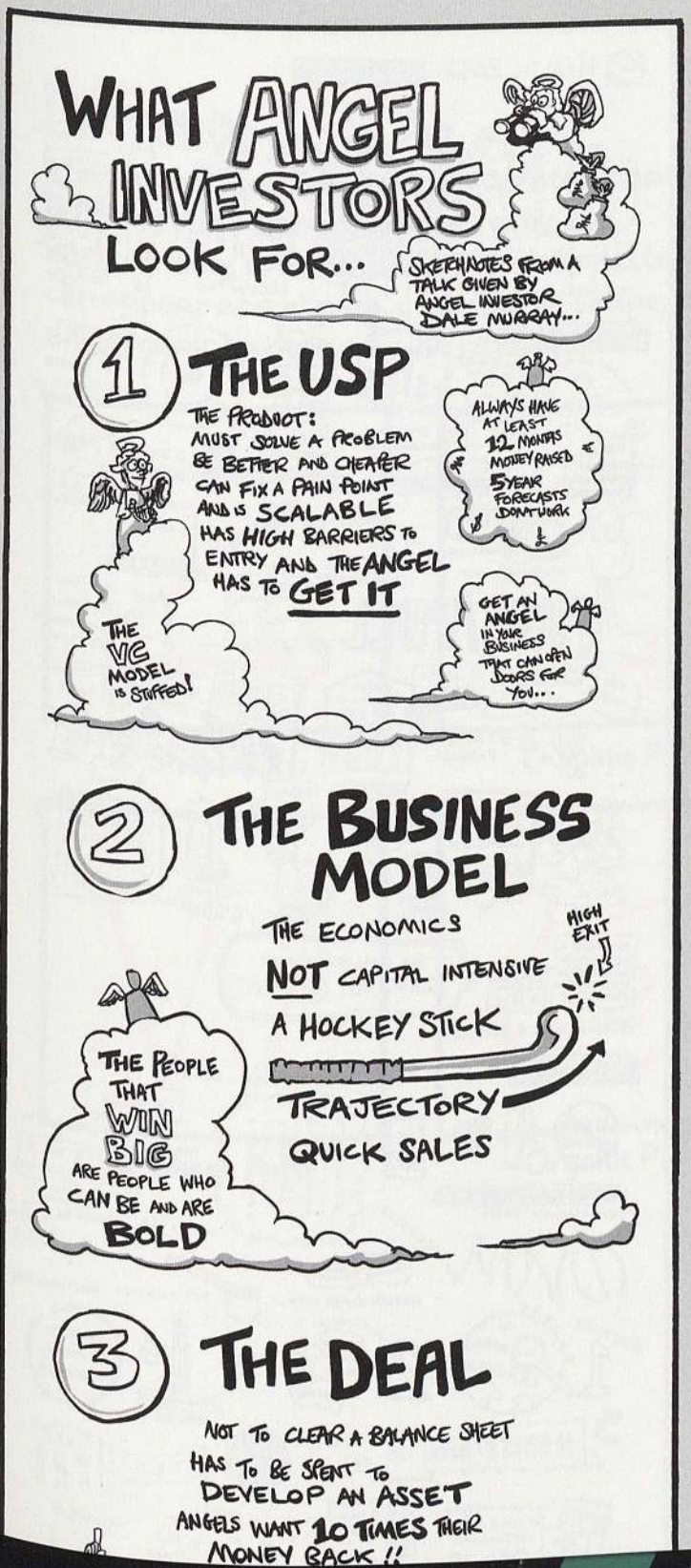
VERTICAL

Similar to a linear pattern, vertical sketchnotes present information in a single flow, from the top to the bottom of the page.

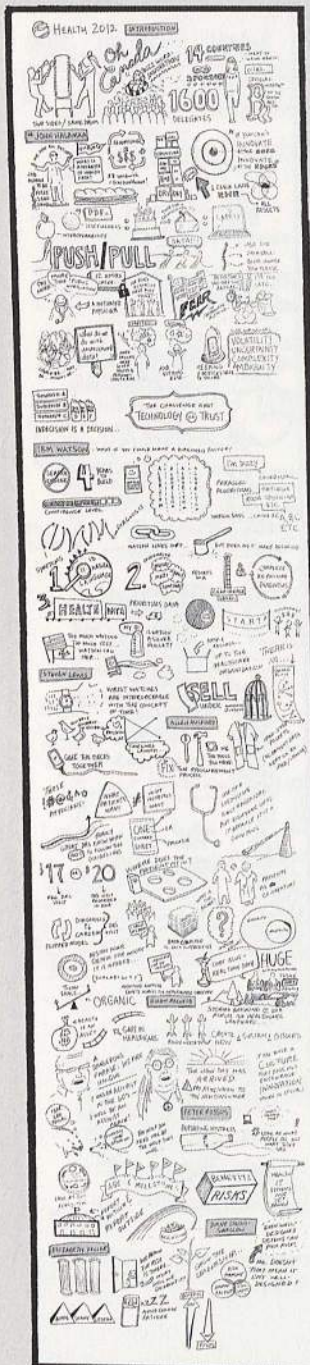


THIS PATTERN can be handy because it allows you to continue adding information vertically, as needed. The vertical pattern also provides a clear direction and structure for a reader to follow.

HOWEVER, LIKE THE LINEAR PATTERN, THE VERTICAL PATTERN CAN LIMIT LAYOUT OPTIONS AND CAN BE ONLY AS LONG AS THE VERTICAL HEIGHT OF YOUR PAPER OR DRAWING APP'S CANVAS.


WHAT ANGEL INVESTORS LOOK FOR...
SKETCHNOTES FROM A TALK GIVEN BY ANGEL INVESTOR DALE MURRAY...
1 THE USP
THE PRODUCT: MUST SOLVE A PROBLEM BE BETTER AND CHEAPER CAN FIX A PAIN POINT AND IS SCALABLE HAS HIGH BARRIERS TO ENTRY AND THE ANGEL HAS TO GET IT
ALWAYS HAVE AT LEAST 12 MONTHS MONEY RAISED
5 YEAR FORECASTS DON'T WORK
THE VC MODEL IS STUFFED!
GET AN ANGEL IN YOUR BUSINESS THAT CAN OPEN DOORS FOR YOU...
2 THE BUSINESS MODEL
THE ECONOMICS
NOT CAPITAL INTENSIVE
A HOCKEY STICK
HIGH EXIT
TRAJECTORY
QUICK SALES
THE PEOPLE THAT WIN BIG
ARE PEOPLE WHO CAN BE AND ARE BOLD
3 THE DEAL
NOT TO CLEAR A BALANCE SHEET
HAS TO BE SPENT TO DEVELOP AN ASSET
ANGELS WANT 10 TIMES THEIR MONEY BACK !!

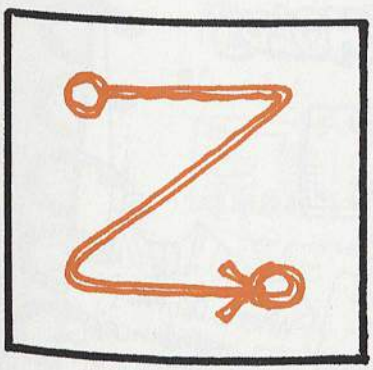
Chris Shipton • Angel Investors



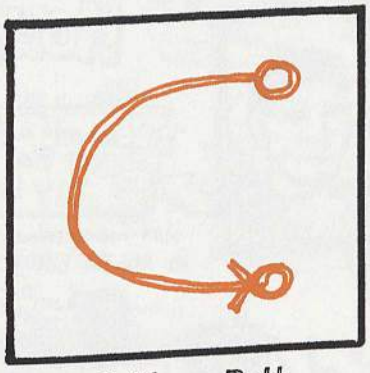
Cassie McDaniel • eHealth 2012

PATH

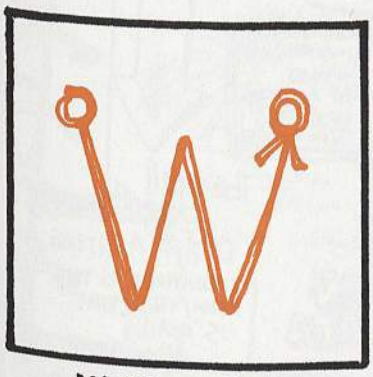
The path sketchnote pattern creates a path of information across the page vertically, horizontally, or diagonally. The path pattern can appear as a zigzag, c-shape, w-shape, or any organic path shape you can imagine.



Z-Shape Path



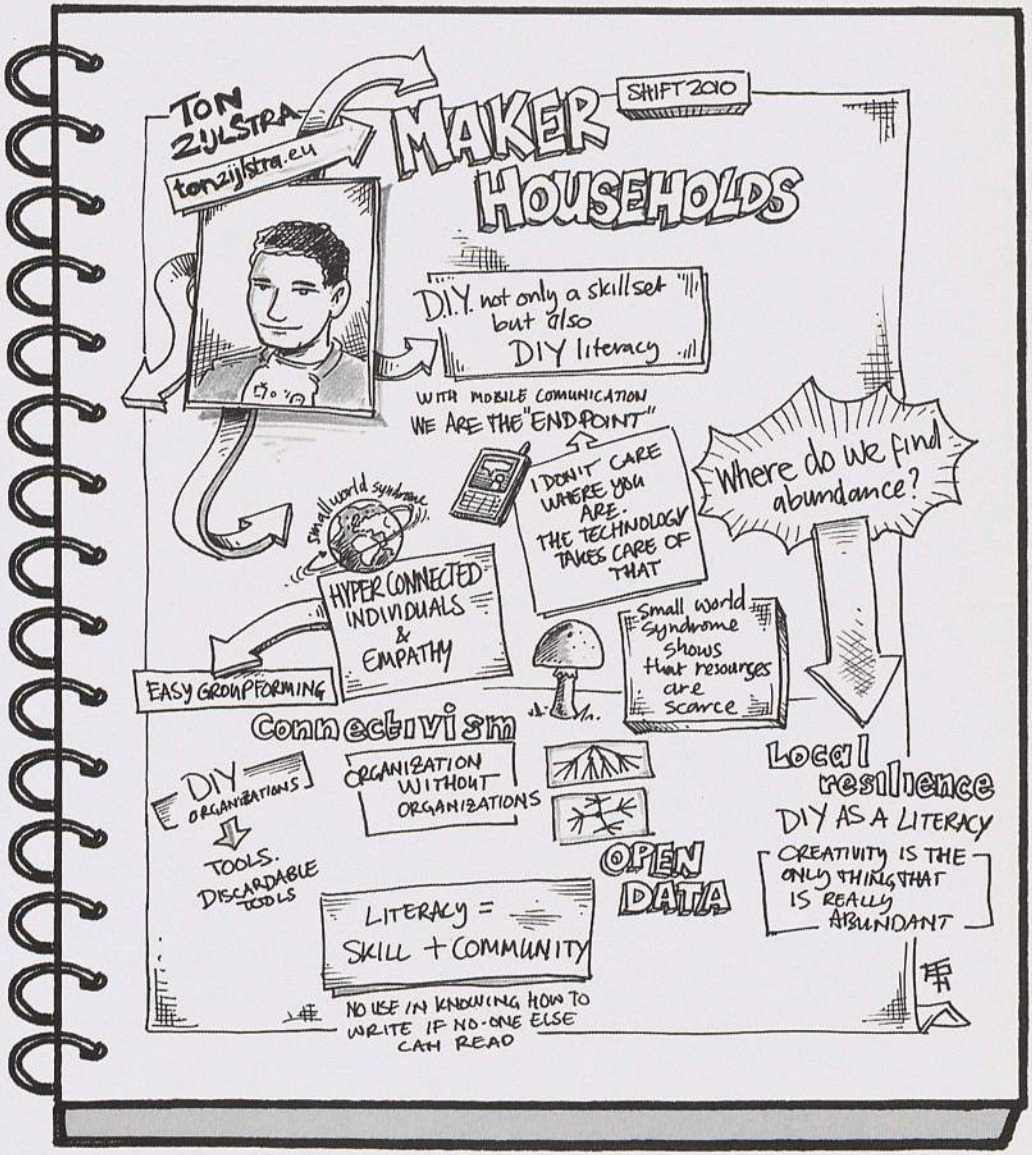
C-Shape Path



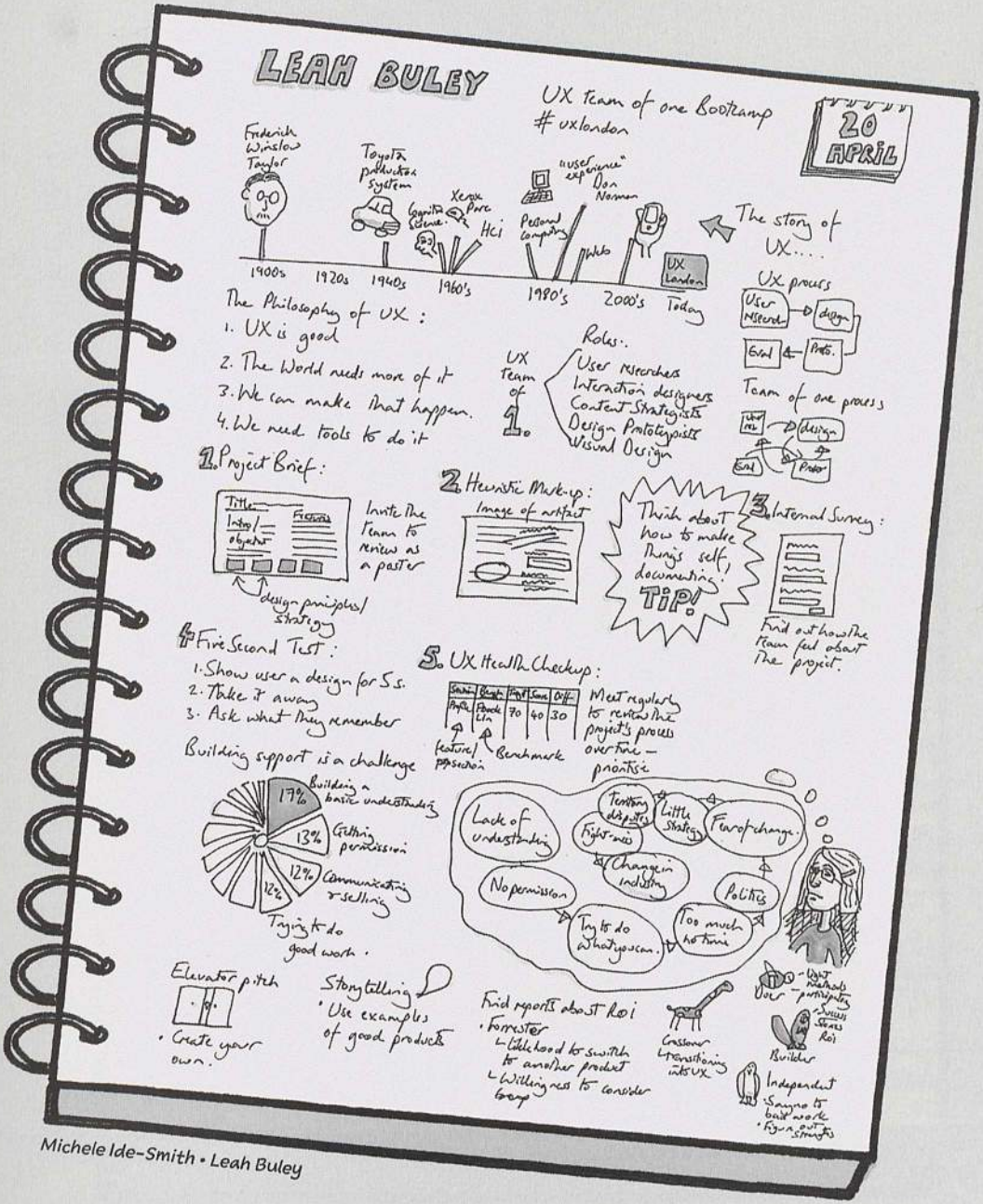
W-Shape Path

Organic Path

USING A PATH PATTERN can be perfect for telling about an event or thought process using a series of steps that work well when following an organic shape.


TON ZIJLSTRA
tonzijlstra.eu
SHIFT 2010
MAKER HOUSEHOLDS
D.I.Y. not only a skillset but also DIY literacy
WITH MOBILE COMMUNICATION WE ARE THE "ENDPOINT"
I DON'T CARE WHERE YOU ARE. THE TECHNOLOGY TAKES CARE OF THAT
Where do we find abundance?
small world syndrome
HYPER CONNECTED INDIVIDUALS & EMPATHY
EASY GROUPFORMING
Small world Syndrome shows that resources are scarce
Connectivism
DIY ORGANIZATIONS
TOOLS. DISCARDABLE TOOLS
ORGANIZATION WITHOUT ORGANIZATIONS
OPEN DATA
Local resilience
DIY AS A LITERACY
CREATIVITY IS THE ONLY THING THAT IS REALLY ABUNDANT
LITERACY = SKILL + COMMUNITY
NO USE IN KNOWING HOW TO WRITE IF NO-ONE ELSE CAN READ

Bauke Schildt • Ton Zijlstra

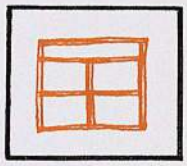


Michele Ide-Smith • Leah Buley

PATH PATTERNS do require a little planning, and if the information you're sketchnoting is more extensive than you've planned for, you may run out of room.

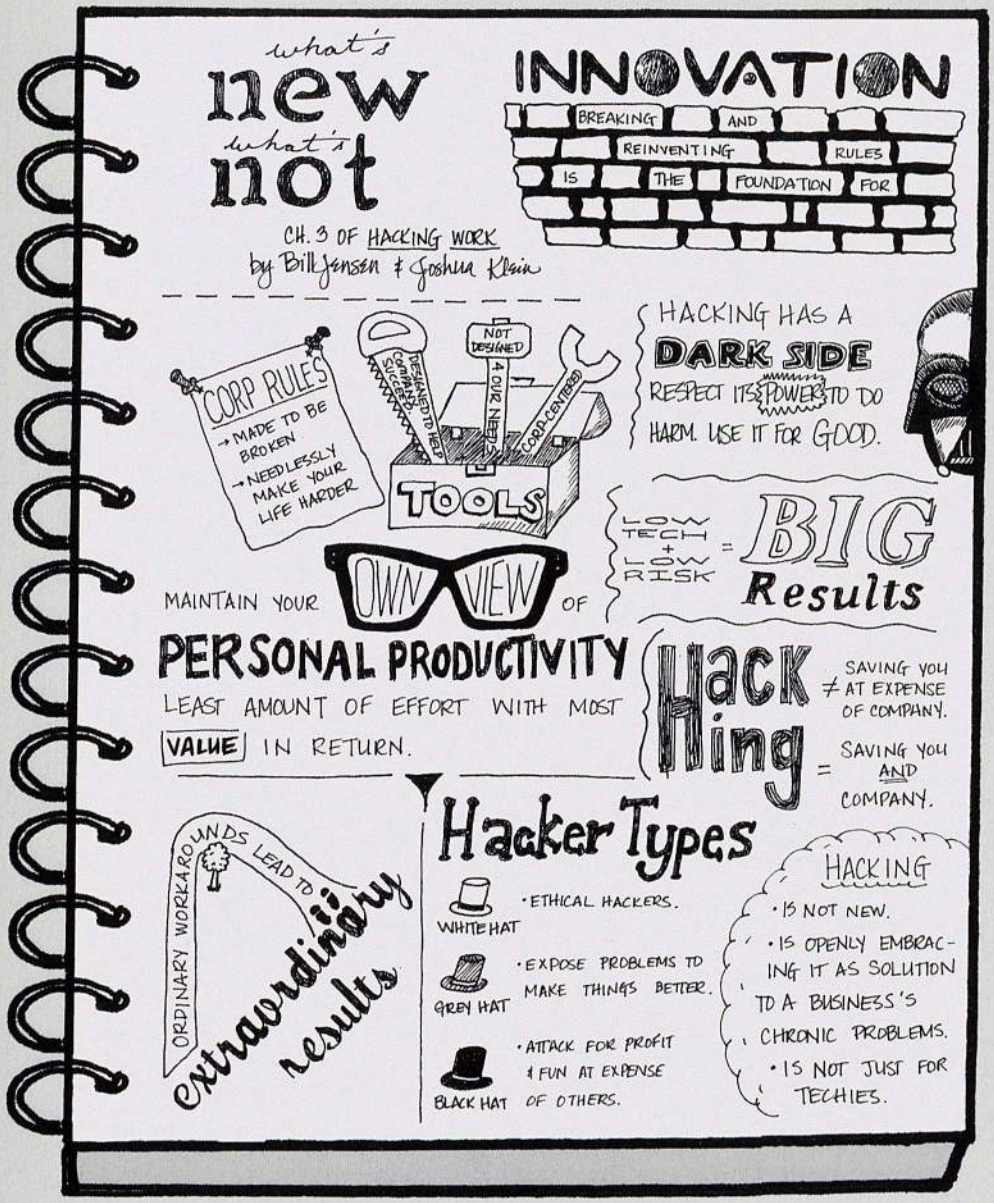
MODULAR

The modular pattern divides a single page or spread of pages into distinct regions or modules. Each module holds separate bits of information or different speakers within a larger event.



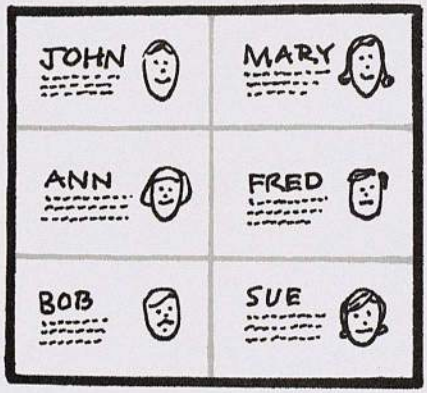
MARCO TORRES
Digital VS Analog
SCHOOLING VERSUS LEARNING!
"I'M A FILMMAKER + VISUAL LEARNER/TEACHER"
"I LOVE TO LEARN BUT SCHOOL GETS IN THE WAY."
FRAME = EDUCATION
ART = LEARNING
DO: I WANT TO LEARN TO PLAY AN INSTRUMENT, OR DO I WANT TO PLAY AND WRITE MUSIC?
DIGITAL DEVELOPERS use the analog visuals to make stuff, BUT YOU DON'T HAVE TO... REALLY.
turned into
OR LEARN TO PLAY THE CELLO:
The iPad ORCHESTRA
(APPLAUSE)
photographic apparatus
ORIGINALLY 28 STEPS
EVOLVES WITH KODAK (1 click)
DANNY ELFMAN, HANS ZIMMER, AND... PAUL MCCARTNEY ALL CAN'T READ MUSIC.
LOVE + RESOURCEFULNESS + NETWORK = BIG 3
Stay in the Question
A LITTLE BIT
LONGER
IN SCHOOLS, WHO'S IN CHARGE OF PRODUCT AND PROCESS?
THE INTERFACE CHANGES ACCORDING TO * THE NEED AT HAND. *
Celebrate the Verbs MORE THAN THE NOUNS.
"REMARKABLE" MOMENTS
PEOPLE with HOBBIES Know what BETTER IS.
FEEDBACK IS A LEARNING COMPONENT
CRITICISM IS A SCHOOLING COMPONENT
L + C + A
LOVE CURIOSITY ...
SEE HIS website for THE FORMULA
RUBIK'S CUBE THEATER
BbWORLD 2012
JULY 10-12, NEW ORLEANS, LA

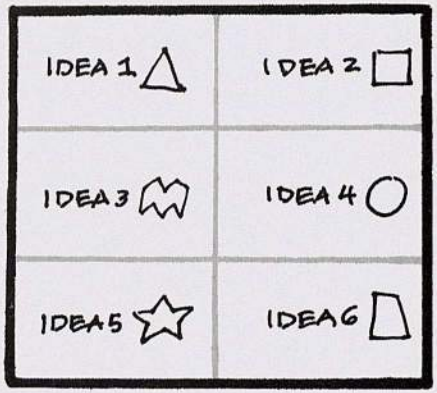
Gerren Lamson • BbWorld 2012

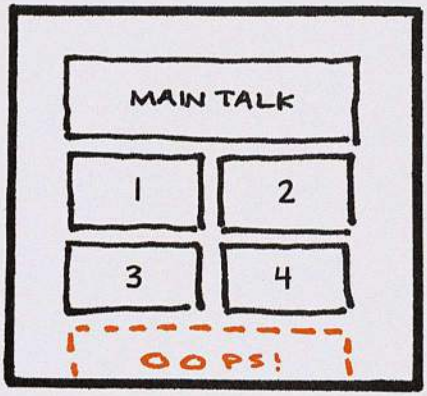

what's new what's not
CH. 3 OF HACKING WORK
by Bill Jensen & Joshua Klein
INNOVATION
BREAKING AND REINVENTING RULES IS THE FOUNDATION FOR
CORP RULES
→ MADE TO BE BROKEN
→ NEEDLESSLY MAKE YOUR LIFE HARDER
NOT DESIGNED 4 OUR NEEDS
DESIGNED TO HELP COMPANY SUCCEED
COMPLEXITY
TOOLS
HACKING HAS A DARK SIDE
RESPECT ITS POWER TO DO HARM. USE IT FOR GOOD.
LOW TECH + LOW RISK = BIG Results
MAINTAIN YOUR OWN VIEW OF
PERSONAL PRODUCTIVITY
LEAST AMOUNT OF EFFORT WITH MOST VALUE IN RETURN.
Hack Hing
≠ SAVING YOU AT EXPENSE OF COMPANY.
= SAVING YOU AND COMPANY.
ORDINARY WORKAROUNDS LEAD TO extraordinary results
Hacker Types
WHITE HAT • ETHICAL HACKERS.
GREY HAT • EXPOSE PROBLEMS TO MAKE THINGS BETTER.
BLACK HAT • ATTACK FOR PROFIT & FUN AT EXPENSE OF OTHERS.
HACKING
• IS NOT NEW.
• IS OPENLY EMBRACING IT AS SOLUTION TO A BUSINESS'S CHRONIC PROBLEMS.
• IS NOT JUST FOR TECHIES.

Marichiel & Dan Boudwin • Hacking Work

A MODULAR PATTERN can work well if your goal is to organize information in a grid-like pattern or if you have many presentations to capture in a limited area.

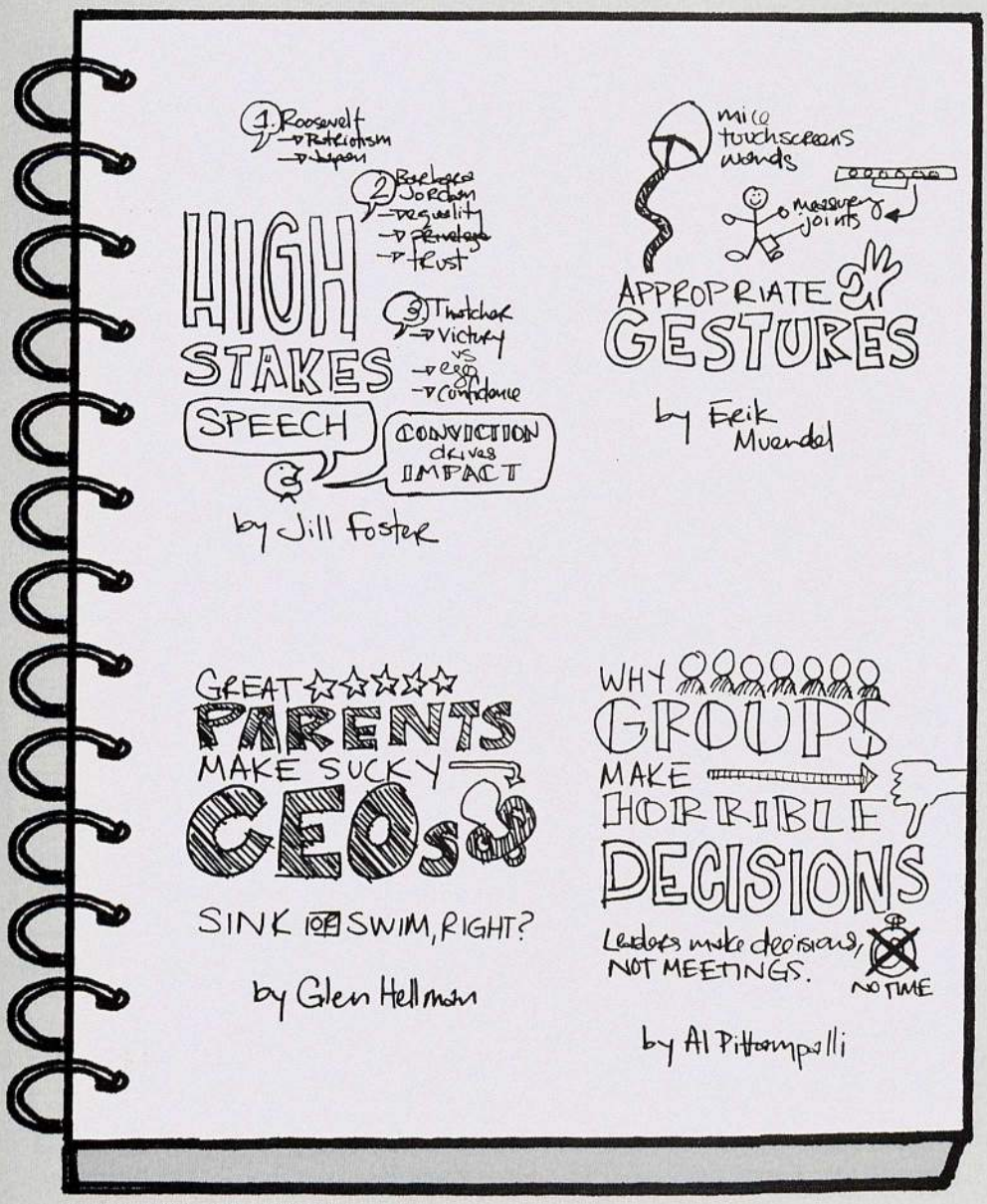






HOWEVER, USING MODULAR PATTERNS CAN LIMIT THE AMOUNT OF INFORMATION YOU CAN SKETCHNOTE, PARTICULARLY IF YOU'RE CAPTURING SEVERAL TALKS WITHIN A SINGLE MODULAR STRUCTURE.

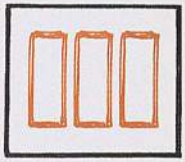
Avoid running out of room with a modular sketchnote by establishing the module spaces before you begin. You can base them on the number of speakers or topics being covered at the event.



Veronica Erb • Ignite DC 2011

SKYSCRAPER

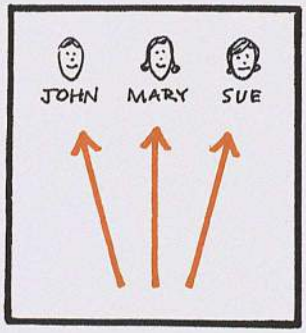
The skyscraper pattern is similar to the modular approach but divides the page into a series of tall, vertical panels, which contain separate bits of information.



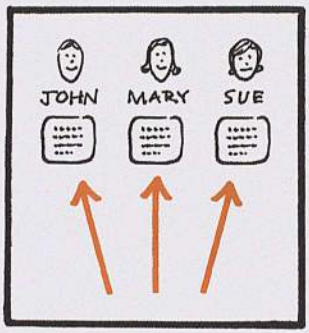
This pattern can work great for panel discussions where multiple people are speaking at different times.

TO CREATE A SKYSCRAPER SKETCHNOTE,

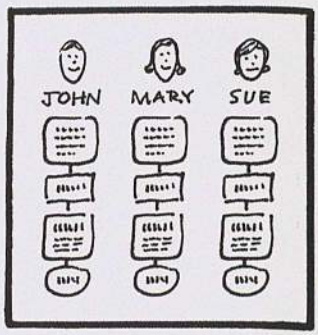
use a vertical column for each speaker and add the person's name or portrait. When the panel discussion begins, simply add each person's comments into the appropriate column.



1. Names & Faces



2. Capture comments

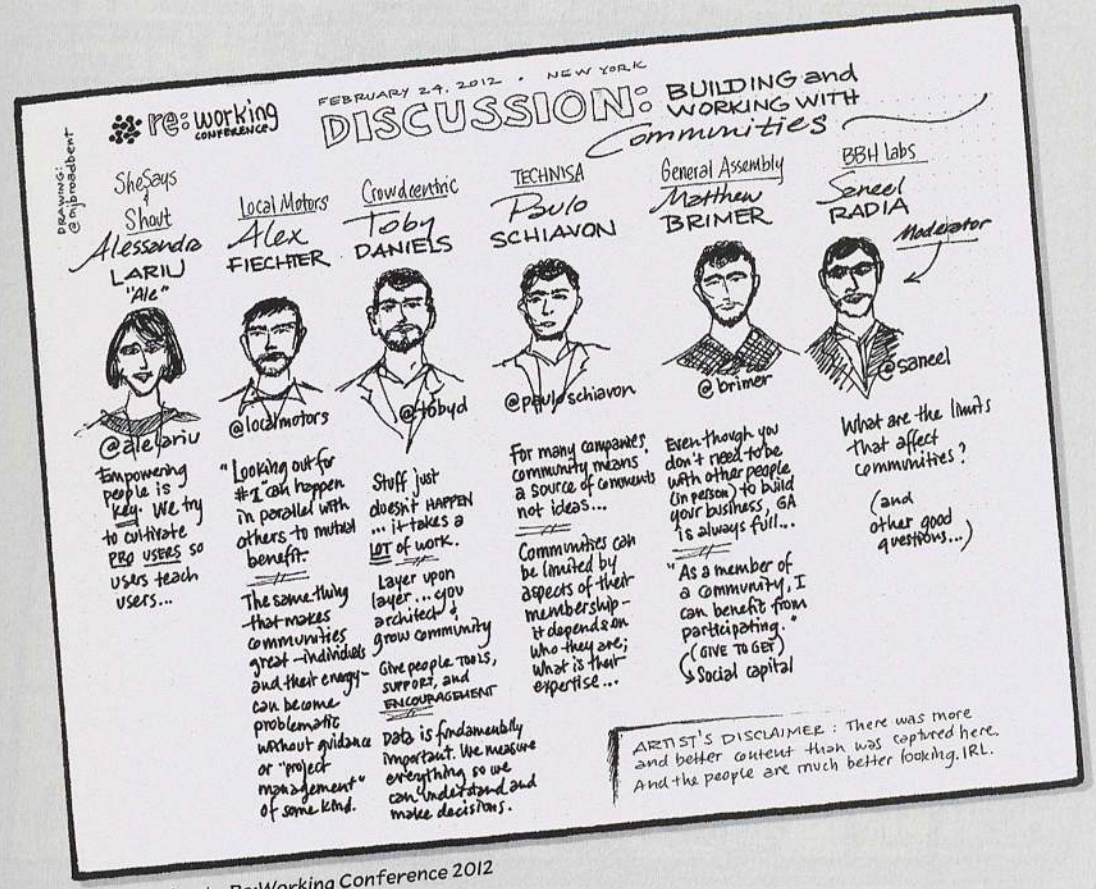


3. Fill out the page

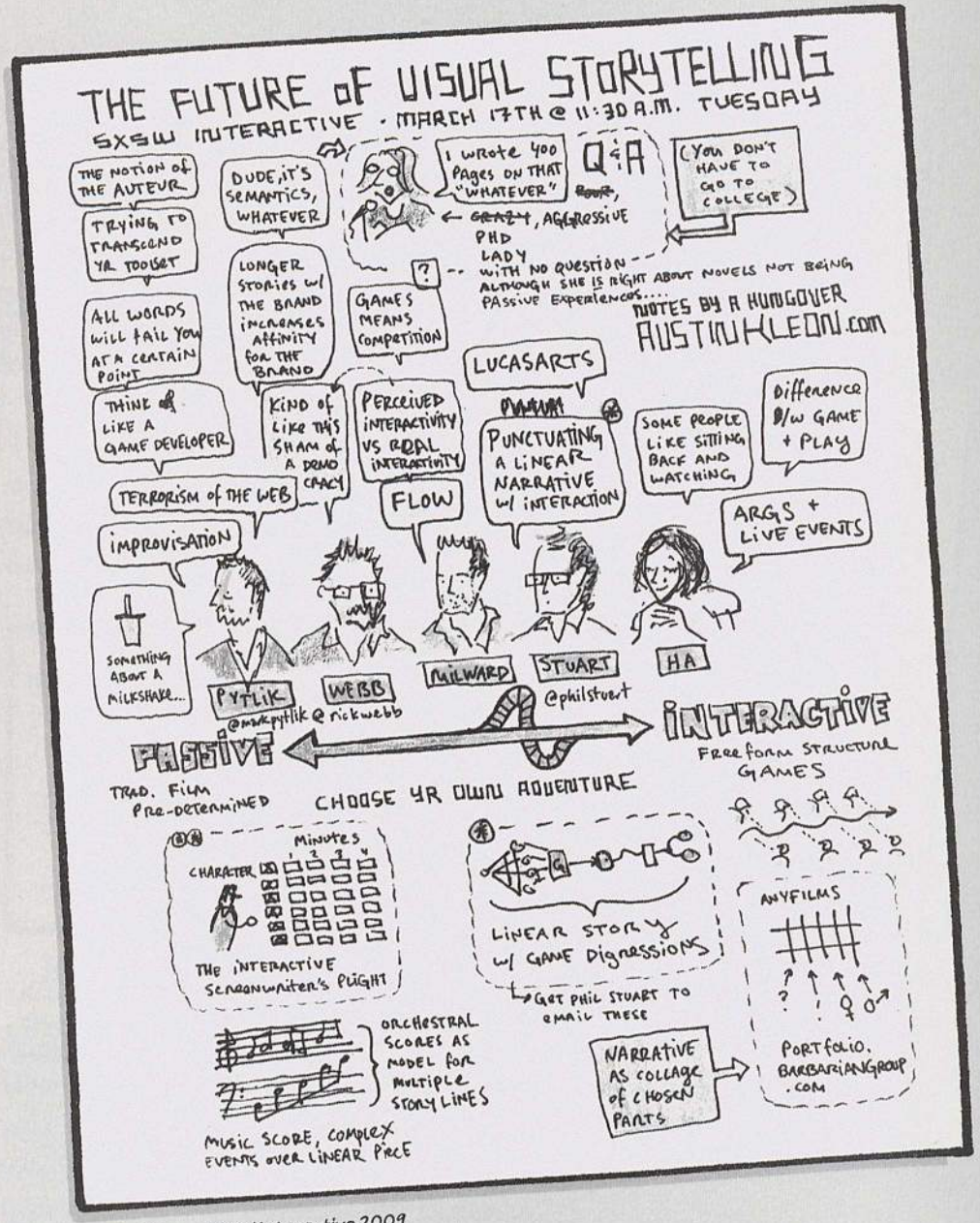
MANAGING A SKYSCRAPER SKETCHNOTE

Remember to pace yourself with the limited space of a skyscraper sketchnote. Focus on the key phrases and words that are meaningful. Work on boiling down the idea you're hearing to its purest essence.

SKYSCRAPER SKETCHNOTES, LIKE OTHER TIGHTLY STRUCTURED PATTERNS, HAVE THE DISADVANTAGE OF LIMITED SPACE, REQUIRING MORE SELECTIVE QUOTE CAPTURE.


DRAWING: @mjbroadbent
re:working CONFERENCE
FEBRUARY 24, 2012 · NEW YORK
DISCUSSION: BUILDING and WORKING WITH Communities
SheSays
Shawt
Alessandra
LARIU
"Ale"
@alelariu
Empowering people is key. We try to cultivate PRO USERS so users teach users...
Local Motors
Alex
FIECHTER
@localmotors
"Looking out for #1" can happen in parallel with others to mutual benefit.
The same thing that makes communities great - individuals and their energy - can become problematic without guidance or "project management" of some kind.
Crowdcentric
Toby
DANIELS
@tobyd
Stuff just doesn't HAPPEN ... it takes a LOT of work.
Layer upon layer... you architect & grow community
Give people TOOLS, SUPPORT, and ENCOURAGEMENT
Data is fundamentally important. We measure everything so we can understand and make decisions.
TECHNISA
Paulo
SCHIAVON
@paulo schiavon
For many companies, community means a source of comments not ideas...
Communities can be limited by aspects of their membership - it depends on who they are; what is their expertise...
General Assembly
Matthew
BRIMER
@brimer
Even though you don't need to be with other people (in person) to build your business, GA is always full...
"As a member of a community, I can benefit from participating."
(GIVE TO GET)
↳ Social capital
BBH labs
Saneel
RADIA
Moderator
@saneel
What are the limits that affect communities?
(and other good questions...)
ARTIST'S DISCLAIMER: There was more and better content than was captured here. And the people are much better looking. IRL.

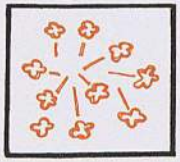
MJ Broadbent • Re:Working Conference 2012

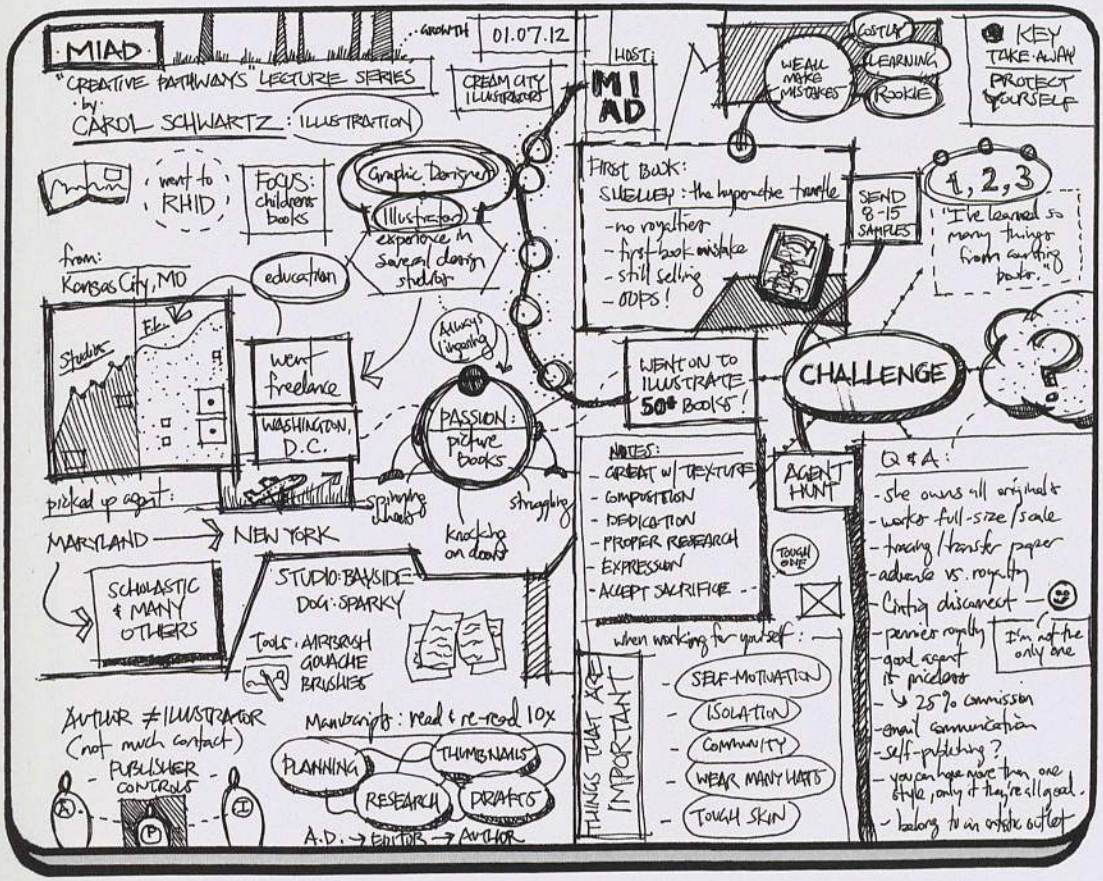

THE FUTURE OF VISUAL STORYTELLING
SXSW INTERACTIVE · MARCH 17TH @ 11:30 A.M. TUESDAY
THE NOTION OF THE AUTEUR
TRYING TO TRANSCEND YR TOOLSET
ALL WORDS WILL FAIL YOU AT A CERTAIN POINT
THINK OF LIKE A GAME DEVELOPER
TERRORISM OF THE WEB
IMPROVISATION
DUDE, IT'S SEMANTICS, WHATEVER
LONGER STORIES W/ THE BRAND INCREASES AFFINITY FOR THE BRAND
KIND OF LIKE THIS SHAM OF A DEMO CRACY
I WROTE 400 PAGES ON THAT "WHATEVER"
Q&A
(YOU DON'T HAVE TO GO TO COLLEGE)
GRAD, AGGRESSIVE PHD LADY WITH NO QUESTION ALTHOUGH SHE IS RIGHT ABOUT NOVELS NOT BEING PASSIVE EXPERIENCES....
GAMES MEANS COMPETITION
NOTES BY A HUNGOVER AUSTINKLEON.COM
PERCEIVED INTERACTIVITY VS REAL INTERACTIVITY
FLOW
LUCASARTS
PUNCTUATING A LINEAR NARRATIVE W/ INTERACTION
SOME PEOPLE LIKE SITTING BACK AND WATCHING
DIFFERENCE B/W GAME + PLAY
ARGS + LIVE EVENTS
SOMETHING ABOUT A MILKSHAKE...
PYTLIK @markpytlik
WEBB @rickwebb
MILWARD
STUART @philstuart
HA
PASSIVE
TRAD. FILM PRE-DETERMINED
INTERACTIVE
FREEFORM STRUCTURE GAMES
CHOOSE YR OWN ADVENTURE
CHARACTER
MINUTES
THE INTERACTIVE SCREENWRITER'S PLIGHT
LINEAR STORY W/ GAME DIGRESSIONS
GET PHIL STUART TO EMAIL THESE
ANYFILMS
ORCHESTRAL SCORES AS MODEL FOR MULTIPLE STORY LINES
MUSIC SCORE, COMPLEX EVENTS OVER LINEAR PIECE
NARRATIVE AS COLLAGE OF CHOSEN PARTS
PORTFOLIO. BARBARIANGROUP .COM

Austin Kleon • SXSW Interactive 2009

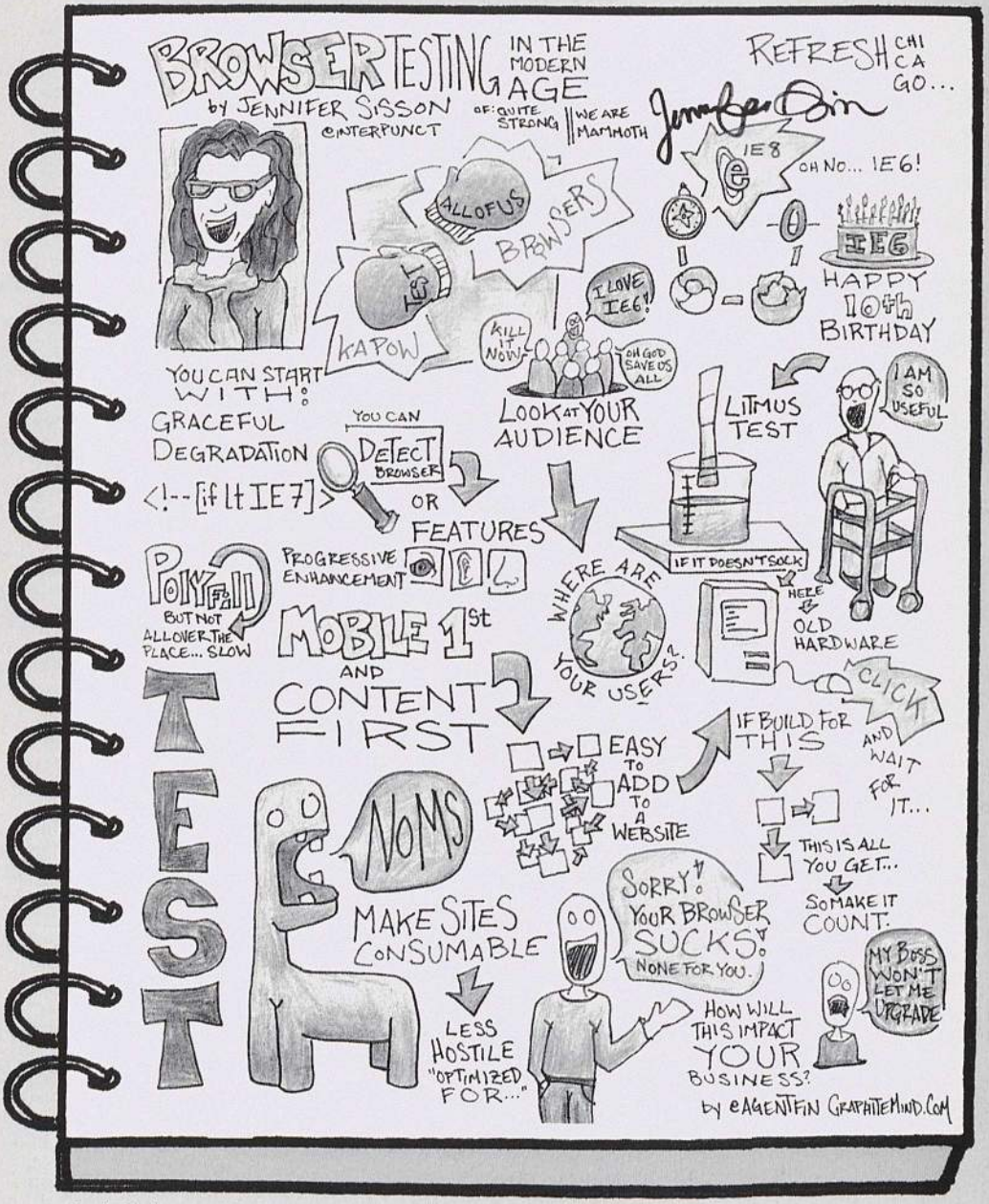
POPCORN

The popcorn pattern has the flexibility of placing information you're capturing in a free, random pattern. The topic, speaker name, and information tidbits can appear anywhere on the page.



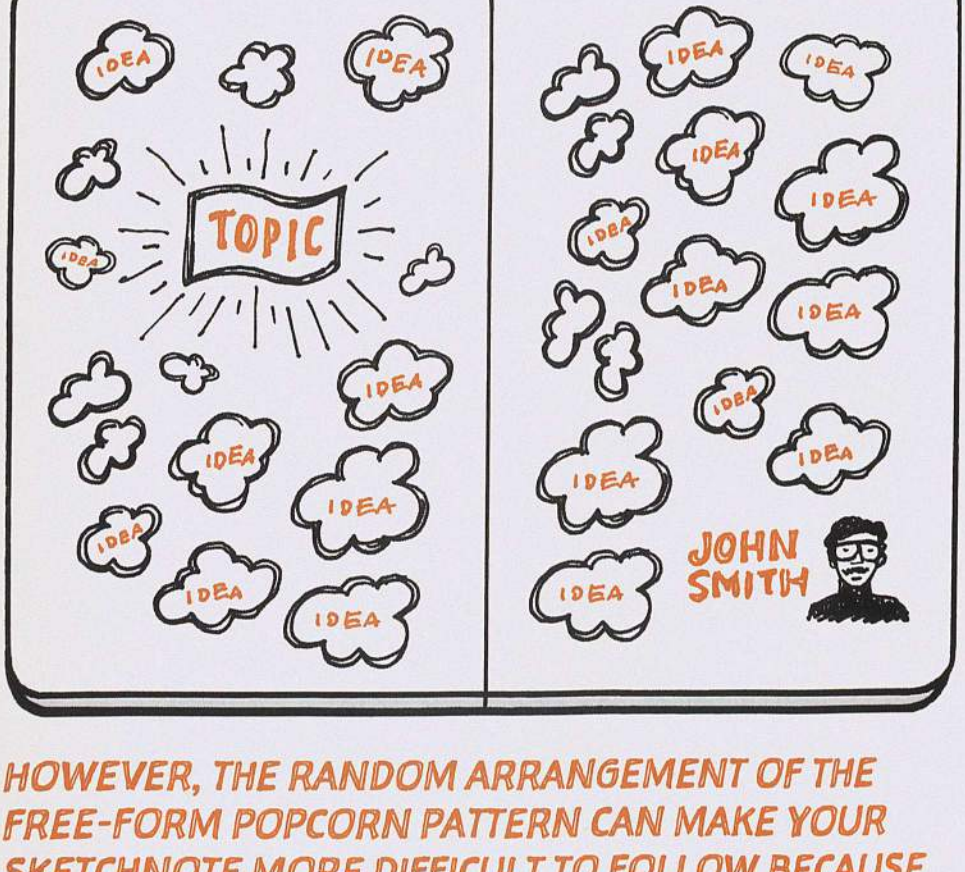


Timothy J. Reynolds • Carol Schwartz



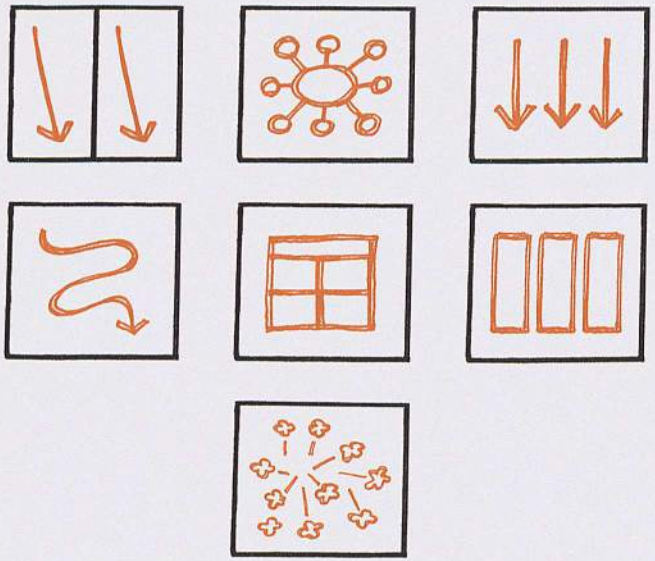
Alexis Finch • Jennifer Sisson

WITH THE POPCORN PATTERN, there is more emphasis on capturing information and less emphasis on placing it in a specific location. This approach can focus your mind on seizing ideas without worrying so much about their placement.



HOWEVER, THE RANDOM ARRANGEMENT OF THE FREE-FORM POPCORN PATTERN CAN MAKE YOUR SKETCHNOTE MORE DIFFICULT TO FOLLOW BECAUSE OF THE HAPHAZARD PLACEMENT OF INFORMATION.

PATTERNS ARE STARTING POINTS



The patterns I've described are just some of the main ways you can structure your sketchnotes. These seven are starting points to help kick-start your sketchnoting skills.

TRY OUT EACH PATTERN TO FIND YOUR FAVORITES AND TO SUIT PARTICULAR SITUATIONS. EXPERIMENT, MIX, MATCH, AND DEVELOP YOUR OWN PATTERNS.

RECAP

- Sketchnotes blend style and thinking, expressing the creator's personality.
- If you're not an artist, use professionally illustrated sketchnotes as a model to inspire your own sketchnotes.
- Always sketchnote with good structure regardless of your artistic skills.
- Even if you're just starting to draw, you *can* make great sketchnotes with simple drawings and a good framework.
- The seven common sketchnoting patterns are Linear, Radial, Vertical, Path, Modular, Skyscraper, and Popcorn.
- Each pattern has benefits and drawbacks. Try each one to learn how different patterns work in different situations.

★ **NEXT: SKETCHNOTING APPROACHES, HIERARCHY, AND PERSONALIZATION**

Austin Kleon said...
Draw the Talks...
OK!!
Here's a few Tips
GERREN LAMSON
WATCH
"BE QUIET"
Shhh..
FOLLOW The MOST INSPIRING Words
IT'S THE RIGHT THING TO DO.
WWW.GERRENLAMSON.COM
DESIGN and ILLUSTRATION
Listen & DRAW.

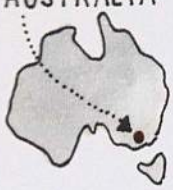
TAKE YOUR Time
+ THINK
SUMMARIZE
BREATHE AND FOCUS..
Look for Good Points
DON'T over-capture or RUSH..
IN CONCLUSION, BE Natural...

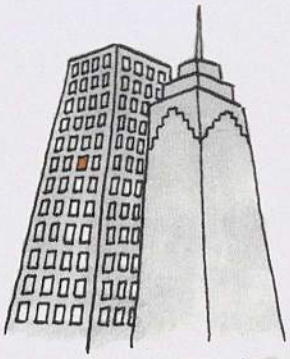
MATTHEW MAGAIN

I DREW A LOT AS A KID, BUT BECAME A SOFTWARE ENGINEER AND IGNORED MY VISUAL MUSCLES FOR A FEW YEARS.

Freelance UX Designer

MELBOURNE AUSTRALIA



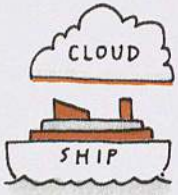


I LEFT A LARGE CONSULTING COMPANY BEFORE IT ERODED MY SOUL.

TRAVEL REIGNITED MY PASSION FOR DESIGN & VISUAL THINKING

TIPS

MASTER SKETCHING COMMON WORDS USED IN PRESENTATIONS.



WANKEL ROTARY ENGINE
NOT ALL THAT COMMON BUT IT SOUNDS FUNNY!

PRACTICE BY WATCHING RECORDINGS

TED .com

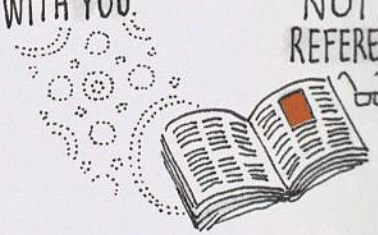
UX WEEK .com

Coursera .org

AIM FOR CURATION NOT COMPLETENESS

ON WHAT RESONATES WITH YOU.

YOU'RE CREATING A MEMENTO NOT A REFERENCE



MICHAEL, FROM **Microsoft** SAW MY SKETCHNOTES, AND HE ASKED ME TO LIVE-SKETCHNOTE THE REMIX 2011 KEYNOTE ON A 1m×1m CANVAS

I ALSO WROTE & ILLUSTRATED A CHILDREN'S BOOK ABOUT A MATHEMATICIAN WHO ATTEMPTS SOLO FLIGHT CHARLIEWEATHERBURN.COM

IN FRONT OF 500 PEOPLE

IT WAS PRETTY AWESOME!

A GAME SHOW HOSTESS READ A PAGE OUT ON NATIONAL TV!

BE A C.R.A.P. SKETCHER

CONTRAST

ALIGN-MENT

ie. Make stuff really different

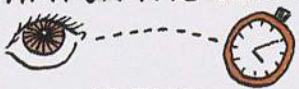
PROXIMITY

REPETITION

- flower
- another one
- look— another!

CHECK OUT THE NON-DESIGNER'S DESIGN BOOK.

WATCH THE CLOCK



IF THE TALK IS HALFWAY DONE AND YOU HAVEN'T FILLED HALF THE PAGE,

SPEED UP!

MAKE USE OF

TYPE EMPATHY e.g. THOUGHTFUL

HEAVY

FLASHY

QUIET.

EPIC

NERVOUS

SAY HELLO!

LOUD

mattymcg

ON THE WEB:

UXmastery.com

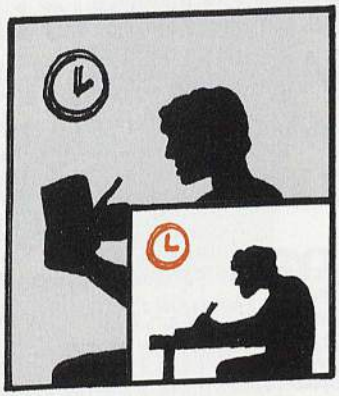
CHAPTER 6

SKETCHNOTING APPROACHES, HIERARCHY, & personalization

WAYS TO SKETCHNOTE, STRUCTURE YOUR WORK, AND MAKE IT YOUR OWN.

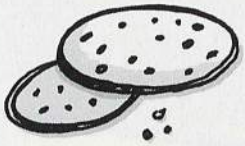
THERE ARE TWO DIFFERENT APPROACHES TO CAPTURING SKETCHNOTES

REAL-TIME SKETCHNOTES



TWO-STAGE SKETCHNOTES

BOTH APPROACHES
emphasize the use of visual elements and stress the importance of baking personality into your sketchnotes.

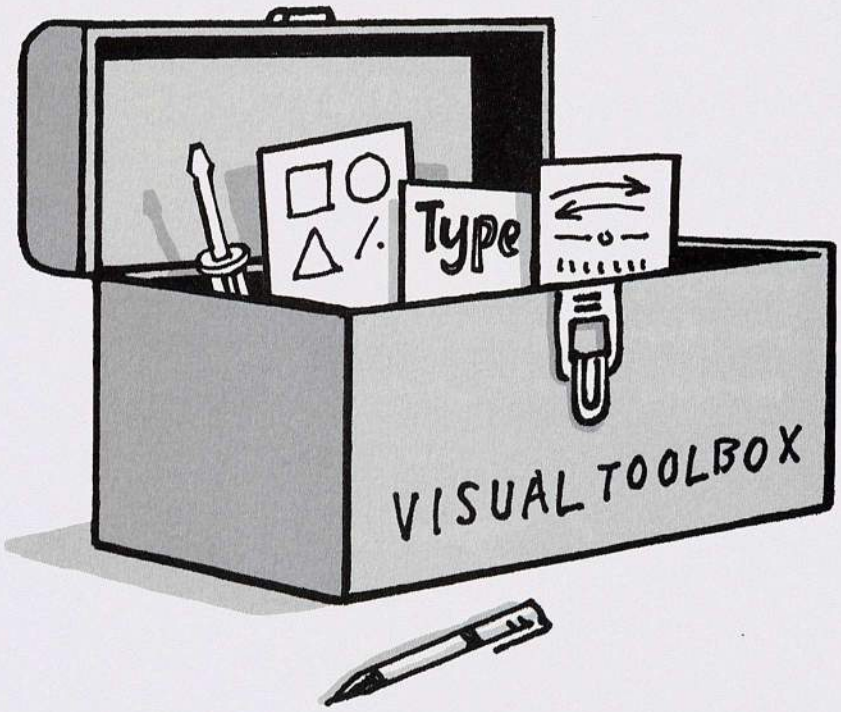


REAL-TIME SKETCHNOTING

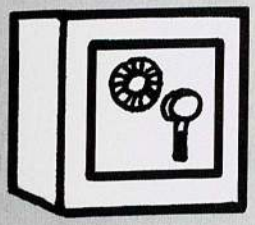
I, and many other sketchnoters, create sketchnotes live and in real time. When I'm working in the moment, I'm focused, tuned into the speaker, listening for big ideas, and synthesizing and converting what I'm hearing into visual notes.

SKETCHNOTING LIVE IS LIKE TAKING NOTES TRADITIONALLY, EXCEPT YOU'RE ADDING A WHOLE TOOLBOX OF VISUAL ELEMENTS TO YOUR NOTES, LIKE THESE:

- *TYPOGRAPHY*
- *DRAWINGS*
- *HANDWRITING*
- *DIAGRAMS*
- *DIVIDERS*
- *ARROWS*
- *BULLETS*
- *ICONS*
- *CONTAINERS*

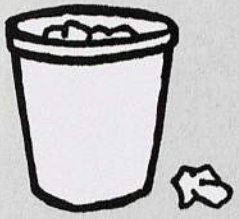


Working in real time means you're listening for big ideas as you work.



KEEP

REAL-TIME SKETCHNOTING is not as hard as it may sound. It does mean you must be fully engaged in the presentation to decide what key information is worth capturing and what isn't.



TOSS

LIVE SKETCHNOTING IS A PRACTICE THAT IMPROVES WITH REPETITION. THE MORE YOU DO IT, THE BETTER YOUR LISTENING SKILLS, PATTERN RECOGNITION, AND DRAWING SKILLS WILL GET.

THE BIGGEST BENEFIT
OF LIVE SKETCHNOTING:
when THE event
IS DONE,
YOU
ARE
DONE.

TWO-STAGE SKETCHNOTING

Some sketchnoters use the second approach and create their notes in two stages — capturing rough sketchnotes first and then enhancing or re-creating them at a later time.

A TWO-STAGE, PENCIL TO INK APPROACH

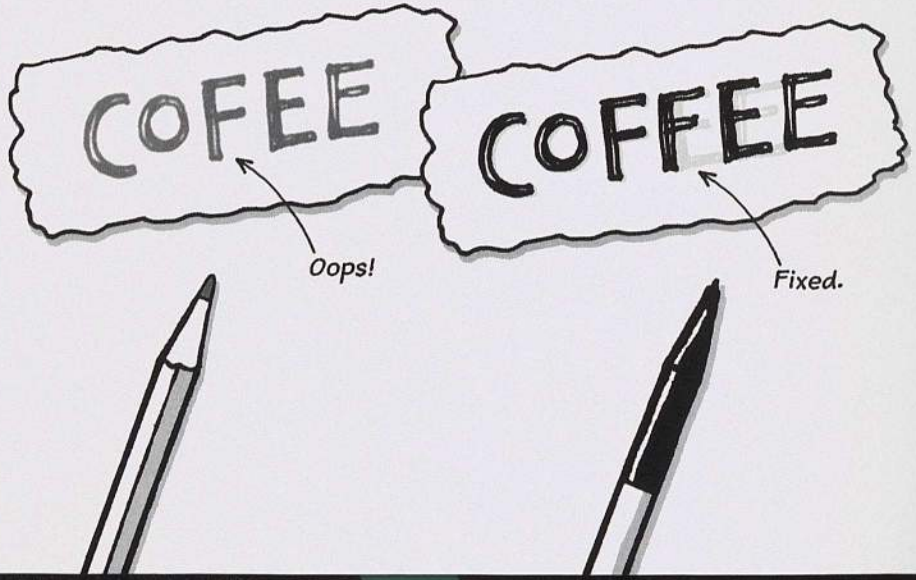
This first variation of the two-stage approach to sketchnoting begins with real-time sketchnotes captured in pencil instead of ink.

At a later time, the sketchnoter inks over the original pencil lines, fine-tuning them and adding detail. This is a good time to add color with markers, pencil, or paint.

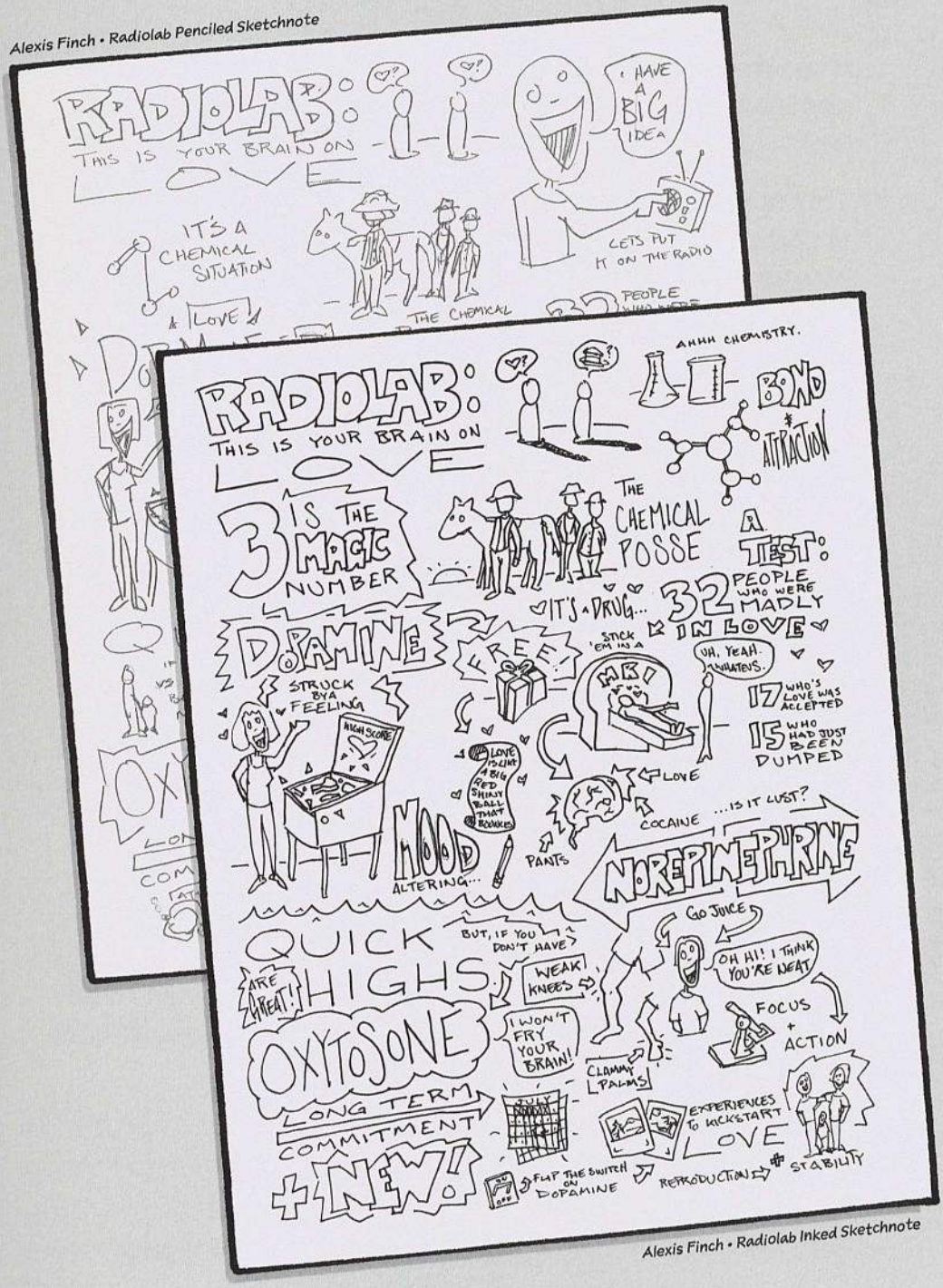
WITH THE PENCIL TO INK APPROACH,
you're working through your ideas twice, which means they are reinforced in your memory.

You're still capturing notes in real time, but you have the additional task of inking every pencil line again to complete your sketchnotes.

PENCILING SKETCHNOTES MAY LET YOU CORRECT ERRORS, BUT IT CAN ALSO TAKE TWICE AS MUCH TIME AS CREATING REAL-TIME, INKED SKETCHNOTES.



Alexis Finch • Radiolab Penciled Sketchnote



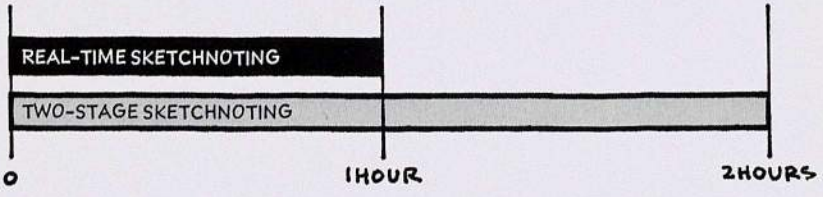
Alexis Finch • Radiolab Inked Sketchnote

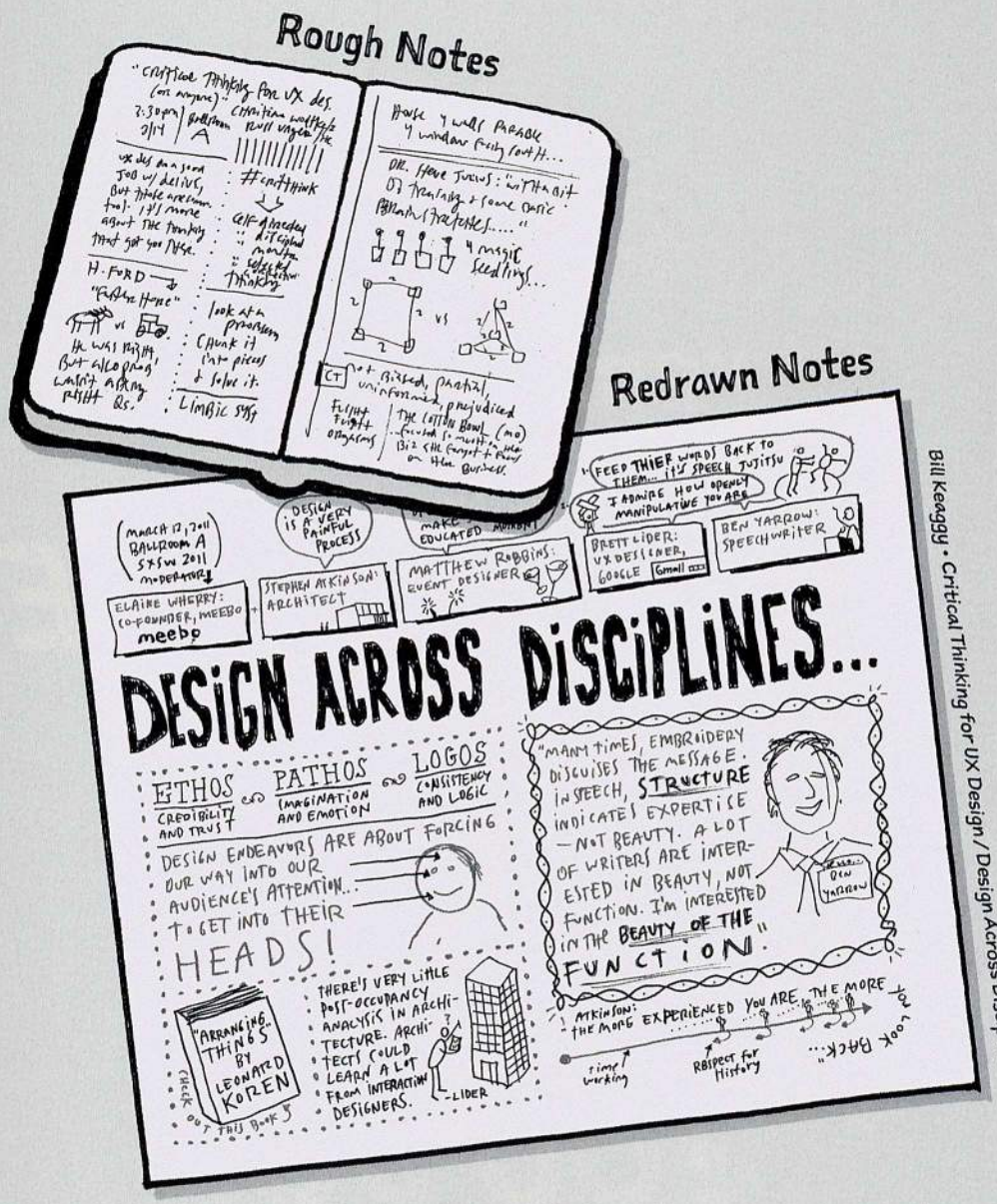
B TWO-STAGE, ROUGH TO REFINED APPROACH

A second variation of the two-stage sketchnoting approach uses rough notes of text and visual elements, which are redrawn as final sketchnotes at a later time.

This approach puts less emphasis on making perfect sketchnotes on the spot. For some, this may be a good way to ease into sketchnoting.

YOU ARE PROCESSING NOTES TWICE, which may help your comprehension. However, like the pencil to ink method, this approach will likely take twice as much time as creating real-time, inked sketchnotes.




Rough Notes
Redrawn Notes
DESIGN ACROSS DISCIPLINES...
ETHOS
CREDIBILITY AND TRUST
PATHOS
IMAGINATION AND EMOTION
LOGOS
CONSISTENCY AND LOGIC
DESIGN ENDEAVORS ARE ABOUT FORCING OUR WAY INTO OUR AUDIENCE'S ATTENTION.. TO GET INTO THEIR HEADS!
"ARRANGING THINGS" BY LEONARD KOREN
"MANY TIMES, EMBROIDERY DISGUISES THE MESSAGE. IN SPEECH, STRUCTURE INDICATES EXPERTISE —NOT BEAUTY. A LOT OF WRITERS ARE INTERESTED IN BEAUTY, NOT FUNCTION. I'M INTERESTED IN THE BEAUTY OF THE FUNCTION."
ELAINE WHERRY: CO-FOUNDER, MEEBO
STEPHEN ATKINSON: ARCHITECT
MATTHEW ROBBINS: EVENT DESIGNER
BRETT LIDER: UX DESIGNER, GOOGLE
BEN YARROW: SPEECHWRITER
FEED THEIR WORDS BACK TO THEM... IT'S SPEECH JUJITSU
I ADMIRE HOW OPENLY MANIPULATIVE YOU ARE
DESIGN IS A VERY PAINFUL PROCESS
THERE'S VERY LITTLE POST-OCCUPANCY ANALYSIS IN ARCHITECTURE. ARCHITECTS COULD LEARN A LOT FROM INTERACTION DESIGNERS.
ATKINSON: THE MORE EXPERIENCED YOU ARE, THE MORE YOU LOOK BACK...
time working
Respect for History

Bill Keaggy • Critical Thinking for UX Design / Design Across Disciplines

IT'S OK TO EXPERIMENT with two-stage sketchnoting if you're concerned about mistakes or you want to explore sketchnoting at a slower pace. But don't get stuck there. Real-time sketchnoting with ink is easier than you may think.

HOWEVER YOU CREATE SKETCHNOTES,

remember:

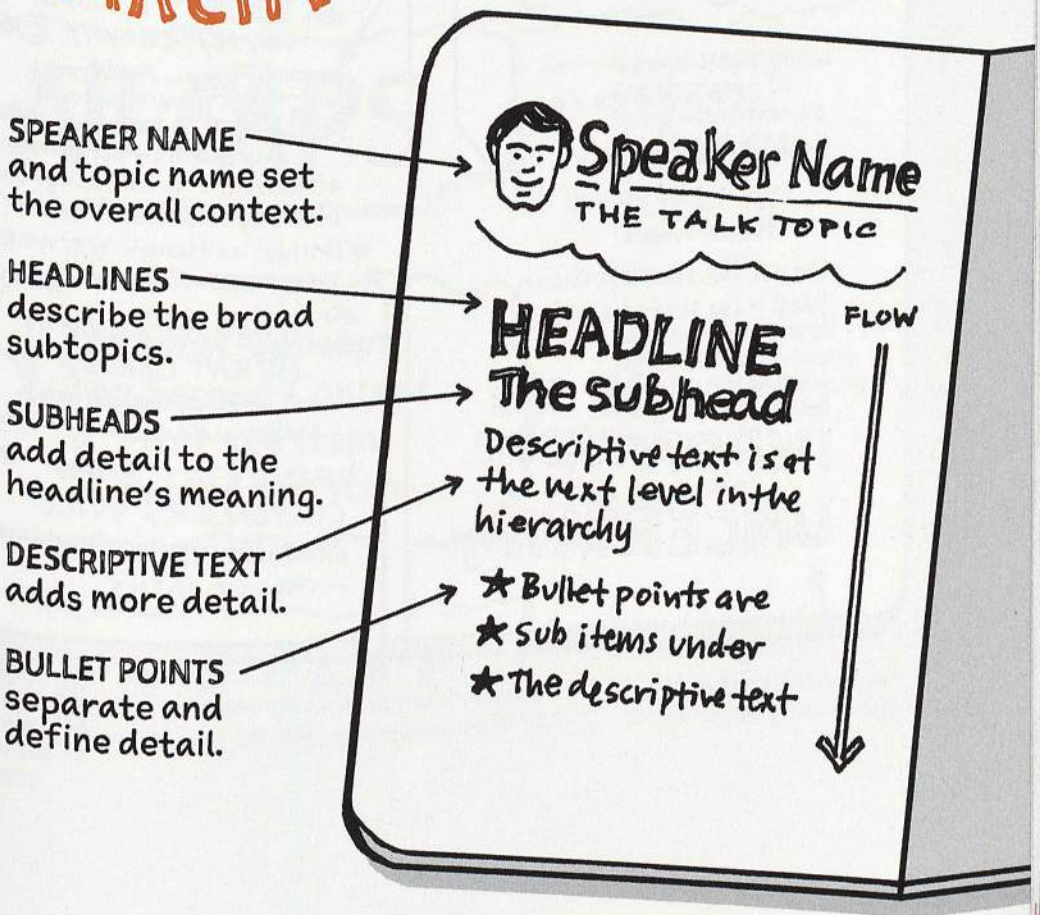
IT'S AN ACTIVE PRACTICE

SKETCHNOTING IS SOMETHING **YOU DO.**

CREATING A HIERARCHY

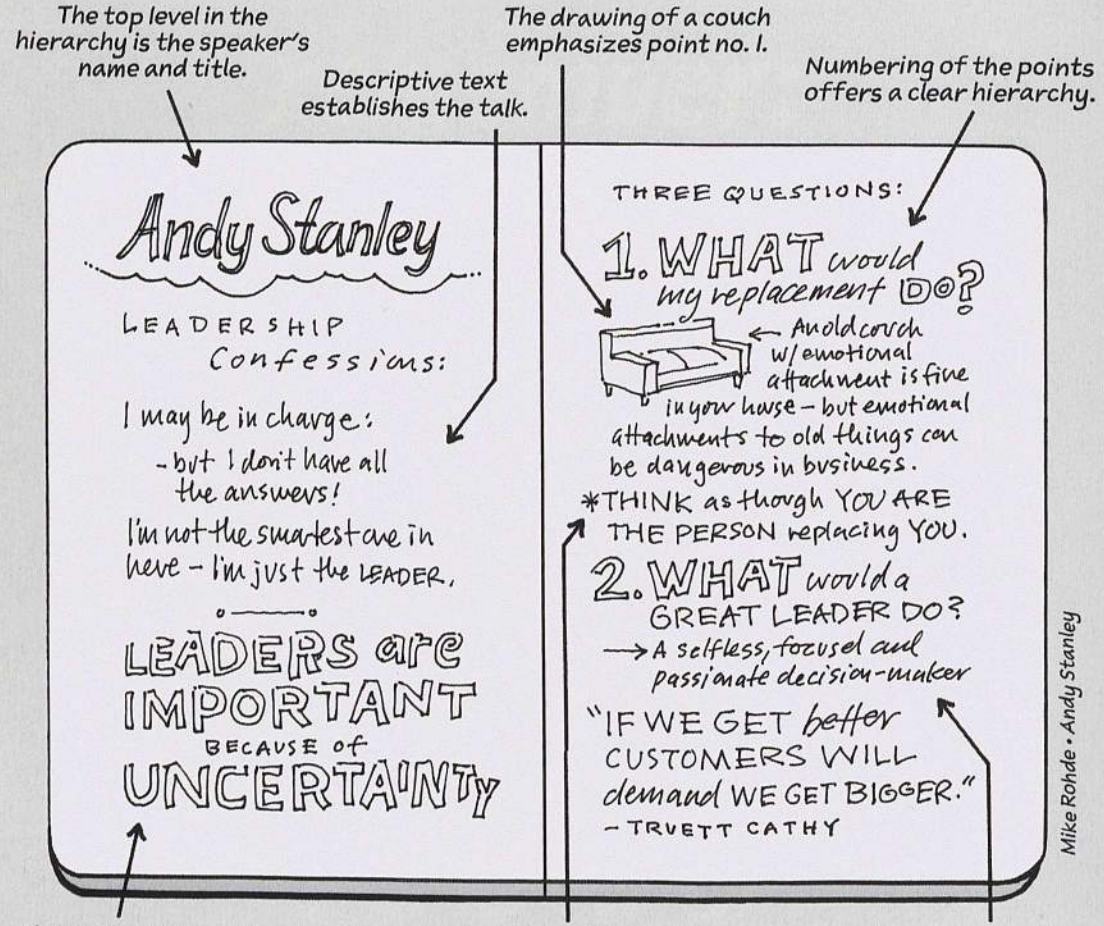
When you create sketchnotes, one of your key tasks is to construct a logical hierarchy of information. Defining a hierarchy helps you, and others reading your sketchnotes, to understand the importance of the information you've captured.

HIERARCHY CREATES FLOW


SPEAKER NAME and topic name set the overall context.
HEADLINES describe the broad subtopics.
SUBHEADS add detail to the headline's meaning.
DESCRIPTIVE TEXT adds more detail.
BULLET POINTS separate and define detail.
Speaker Name
THE TALK TOPIC
HEADLINE
The Subhead
Descriptive text is at the next level in the hierarchy
★ Bullet points are
★ sub items under
★ the descriptive text
FLOW

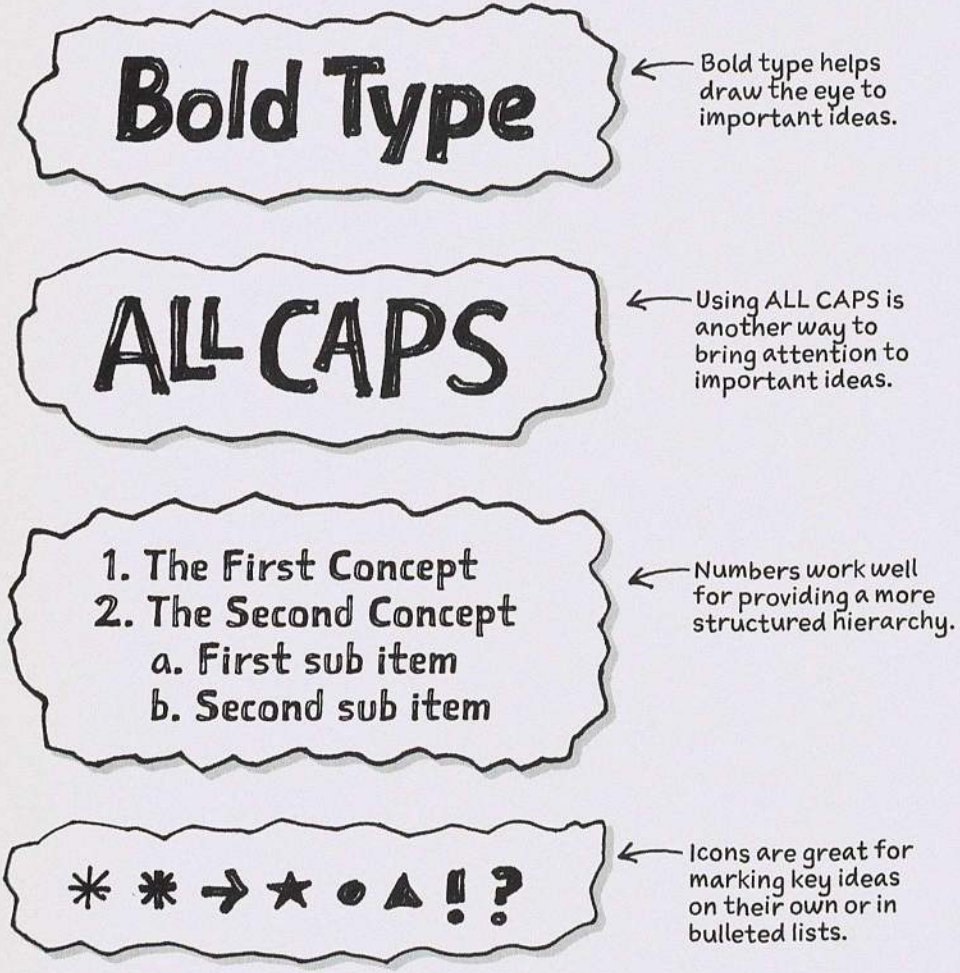
HIERARCHY IN ACTION:

I use a variety of elements to indicate which bits of information are key points in a sketchnote hierarchy.


The top level in the hierarchy is the speaker's name and title.
Descriptive text establishes the talk.
The drawing of a couch emphasizes point no. 1.
Numbering of the points offers a clear hierarchy.
Andy Stanley
LEADERSHIP Confessions:
I may be in charge:
- but I don't have all the answers!
I'm not the smartest one in here - I'm just the LEADER.
LEADERS are IMPORTANT BECAUSE of UNCERTAINTY
THREE QUESTIONS:
1. WHAT would my replacement DO?
← An old couch w/ emotional attachment is fine in your house - but emotional attachments to old things can be dangerous in business.
*THINK as though YOU ARE THE PERSON replacing YOU.
2. WHAT would a GREAT LEADER DO?
→ A selfless, focused and passionate decision-maker
"IF WE GET better CUSTOMERS WILL demand WE GET BIGGER."
- TRUETT CATHY
Mike Rohde • Andy Stanley
A main point is captured as a quote using larger type.
An asterisk provides emphasis to the detail under item no. 1.
An arrow provides contrasting emphasis to the detail under item no. 2.

ELEMENTS OF HIERARCHY

To help guide the reader's eye through the flow of your sketchnotes, here are some handy elements you can use to emphasize hierarchy.


Bold Type
Bold type helps draw the eye to important ideas.
ALL CAPS
Using ALL CAPS is another way to bring attention to important ideas.
1. The First Concept
2. The Second Concept
a. First sub item
b. Second sub item
Numbers work well for providing a more structured hierarchy.
Icons are great for marking key ideas on their own or in bulleted lists.

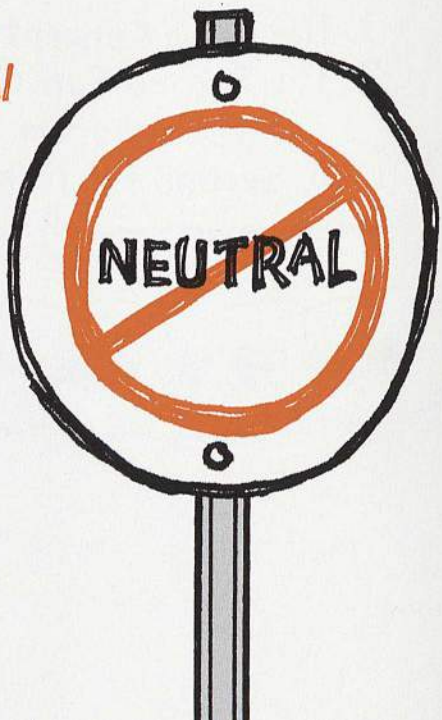
PERSONALIZATION

Sketchnotes are personal. When you're hearing and processing ideas, your opinion naturally comes into play.

Your personality determines the decisions you make about which ideas to capture and what those ideas mean to you.

IN SIGN LANGUAGE INTERPRETING, the interpreter is charged with staying neutral, passing along *exactly* what is said by the speaker — nothing more and nothing less.

Sketchnotes don't have to be neutral. In fact, personal opinions expressed and embedded in sketchnotes are intriguing, because they reveal what the sketchnoter was hearing and thinking during the creation process.

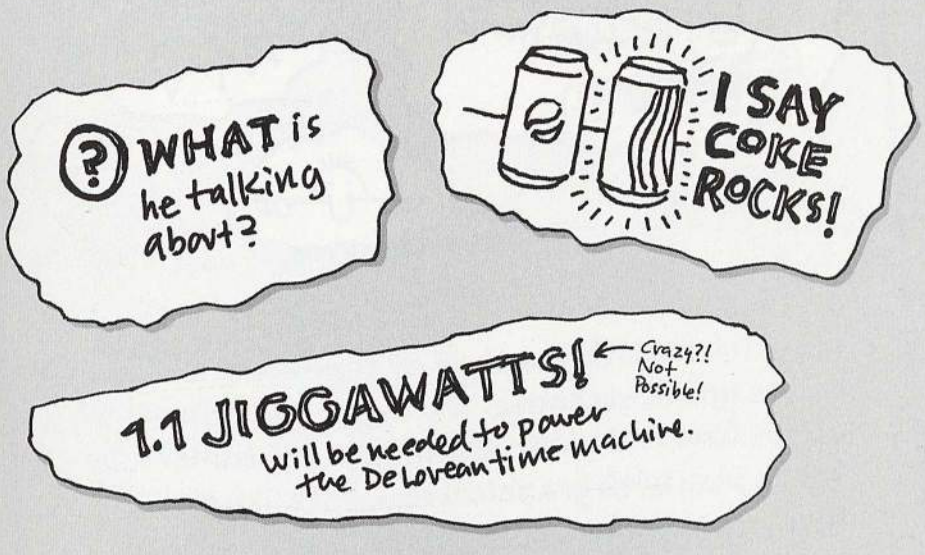


PERSONALIZATION TIPS

Here are a few ideas for injecting your personality into the sketchnotes you create:

COMMENTARY

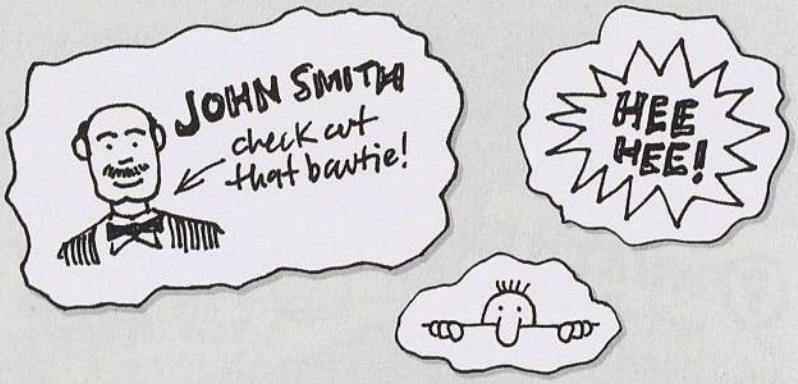
If you agree, or better yet, if you disagree with an idea, capture your thoughts.


WHAT is he talking about?
I SAY COKE ROCKS!
1.1 JIGGAWATTS!
Crazy?! Not Possible!
Will be needed to power the DeLorean time machine.

Opinions embedded in your sketchnotes can become a handy reference for remembering those thoughts later on.

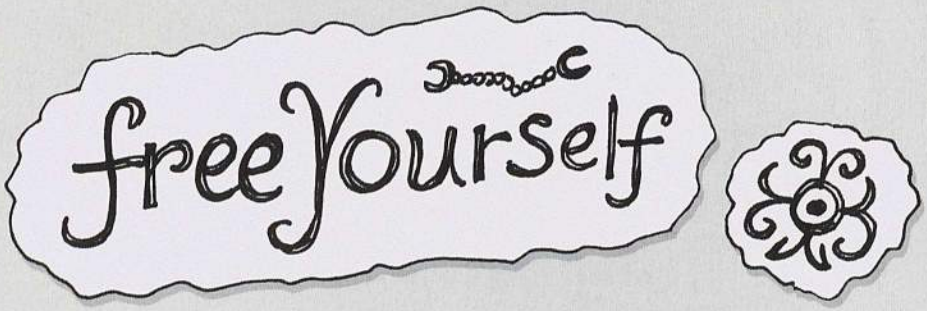
HUMOR

If you find something that you hear funny, share your thoughts in context with the idea. Include humorous people, cartoon characters, or objects along with your humorous comments. Have fun!

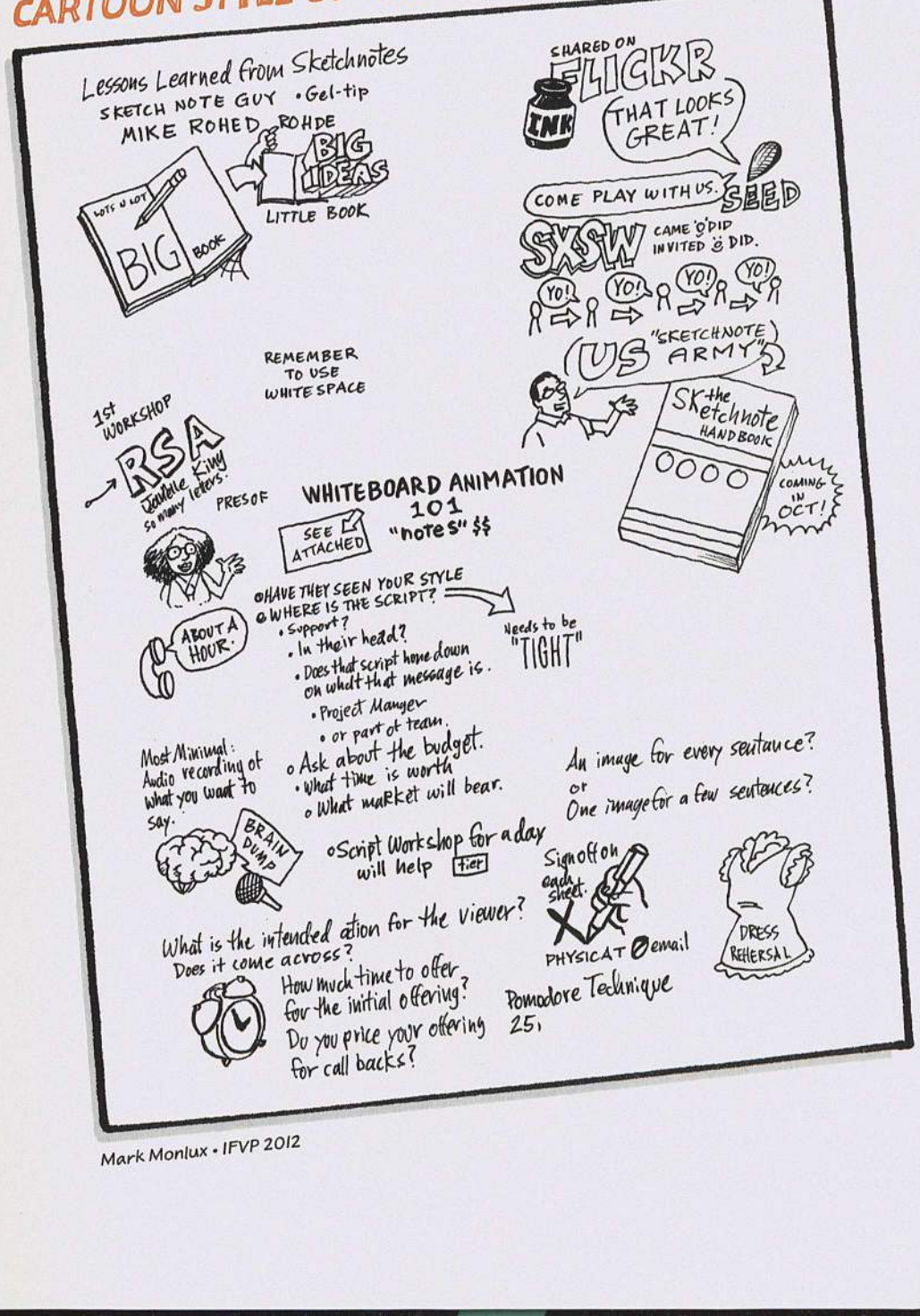


& WHIMSY

Experiment with the style of type and elements you use as you sketchnote. You might use flourished script text and unusually shaped containers or icons; play with graphical elements like swirls, lines, or stars to emphasize ideas.

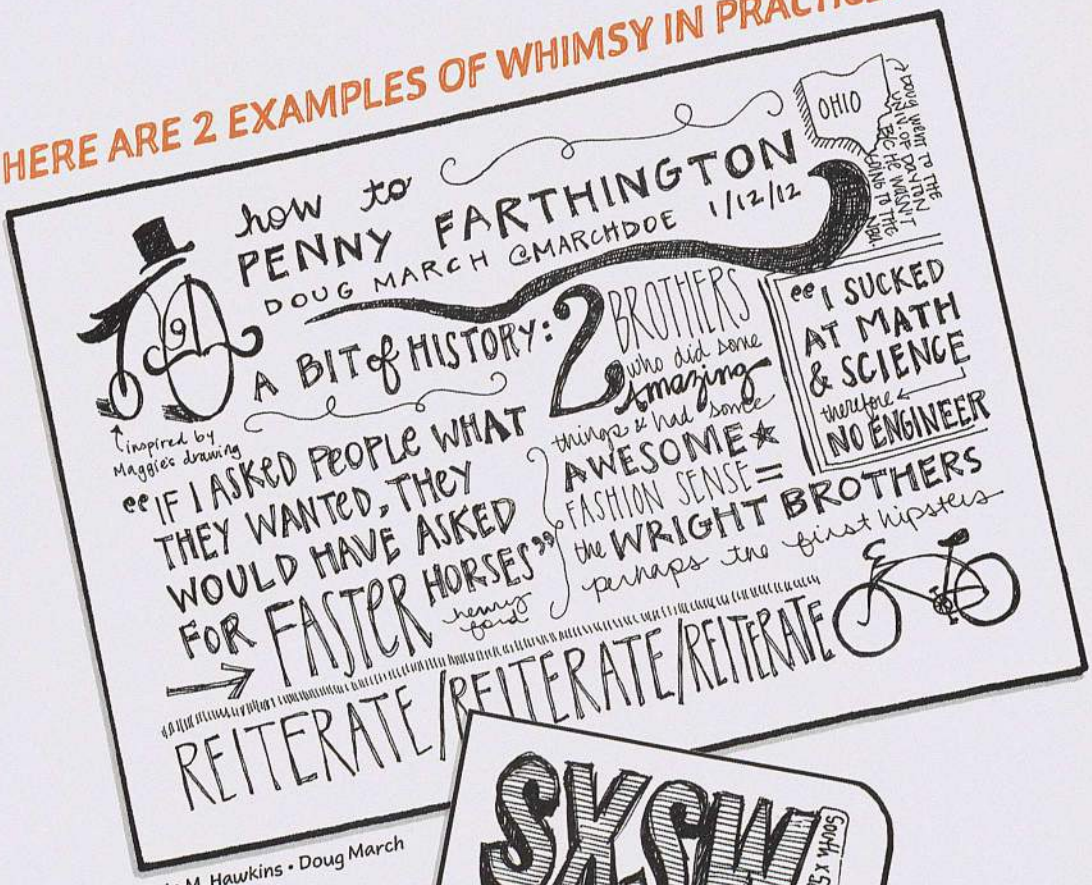


I LOVE THE HUMOROUS COMMENTS AND CARTOON STYLE OF THIS SKETCHNOTE.



Mark Monlux • IFVP 2012

HERE ARE 2 EXAMPLES OF WHIMSY IN PRACTICE.


how to
PENNY FARTHINGTON
DOUG MARCH @MARCHDOE 1/12/12
A BIT of HISTORY: 2 BROTHERS who did some amazing things & had some AWESOME ★ FASHION SENSE = the WRIGHT BROTHERS perhaps the first hipsters
OHIO
I SUCKED AT MATH & SCIENCE therefore NO ENGINEER
inspired by Maggie's drawing
IF I ASKED PEOPLE WHAT THEY WANTED, THEY WOULD HAVE ASKED FOR FASTER HORSES" henry ford
REITERATE/REITERATE/REITERATE

Erin M. Hawkins • Doug March

Mike Rohde • SXSW Interactive 2008

RECAP

- Real-time sketchnoting focuses on capturing the big, relevant ideas you hear.
- Two-stage sketchnoting combines notes that are captured in a rough form first, and are either refined or re-created later on.
- Sketchnoting is founded on traditional note taking, but adds more detail through type, drawings, and other visual elements.
- Practice and repetition improve your real-time sketchnoting skills.
- Use hierarchy and personalization to make sketchnotes unique and interesting.
- Sketchnotes don't have to be neutral. Opinion, humor, and whimsy are great ways to personalize your sketchnotes.

★ NEXT: SKETCHNOTING SKILLS AND TECHNIQUES

TIMOTHY J. REYNOLDS

HI, I'M TIM.

3D ILLUSTRATOR

CURRENTLY LIVING IN MILWAUKEE, WISCONSIN

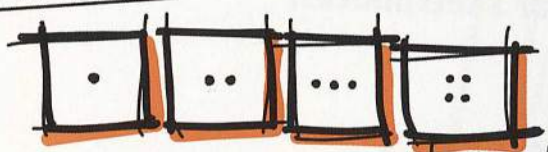
LAND OF BEER & CHEESE!

favorite sketchbook:
Moleskine 'sketch' (large)

favorite pencil:
PRISMACOLOR
blue indigo
'verithin'

favorite pen:
UNIBALL vision exact

PROCESS:



(see following PAGE)

I've been drawing since I was a kid. I carry my moleskine with me everywhere. I've always doodled during school, class, work, etc but I just never made any cohesive notes until a few years ago.

ENTER: obsession with taking sketchnotes. Now I look for reasons to go to any mundane meeting at work just to practice taking them.

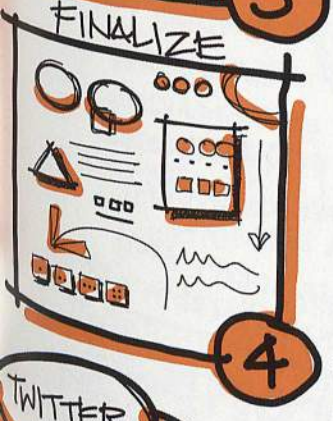
WEBSITE

TURNISLEFTHOME.COM

The process always begins by listening, whether the speaker is live in front of you, or watching a video of a presentation. TED talks are great practice.

Draw / sketch / write as fast as possible. Quick and loose gestures to capture the true bulk of the message. Get ready for a sore wrist afterwards. Don't worry, it's worth it.

Start connecting ideas by using arrows and dotted lines. Try and tie up loose notes with more similar messages. Making connections.



Usually post-talk and I can finally relax a bit on my pace. I start adding shading, boxes, circles, along with more dots and shapes to help finalize the spread. Crosshatching is your friend.

LAST, BUT NOT LEAST: SHARE

TWITTER

@TURNISLEFTHOME

ALSO SEE: DRIBBBLE.COM/TURNISLEFTHOME (YES, 3 Bs!) 3D WORK!

FRANCIS ROWLAND

USER EXPERIENCE DESIGNER
AT THE EUROPEAN BIOINFORMATICS INSTITUTE

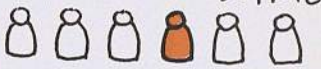
SINCE 2009

BIG DATA

COMPUTING

BIOLOGY, TECHNOLOGY, DESIGN & DOODLING

PART OF A WEB DEVELOPMENT TEAM



WORKING WITH DEVELOPERS & SCIENTISTS, I DO A LOT OF SKETCHING:

* SYSTEMS,
* PROCESSES,
* INTERFACES
... & TALKS

EARLY IN (2010) I SAT NEXT TO EVA-LOTTA LAMM AT A UX CONFERENCE ... THEN I HEARD JEFF ZELDMAN INTERVIEW SUNNI BROWN

EVA-LOTTA

SUNNI

+@yahnyinlondon
@chrisshipton
@minimon23 ...

SO THEN I REALLY GOT INTO MAKING **SKETCHNOTES**

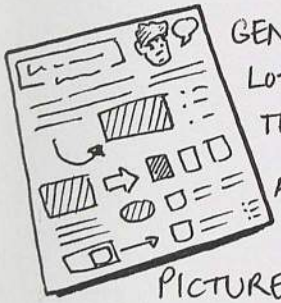
I STARTED TO THINK ABOUT DESIGN & LAYOUT IN MY NOTES

- INFORMATION HIERARCHY
- FLOW
- AESTHETICS
- ... HUMOUR!

I GRADUALLY BECAME MORE CONFIDENT AND STARTED SKETCHING A LOT...

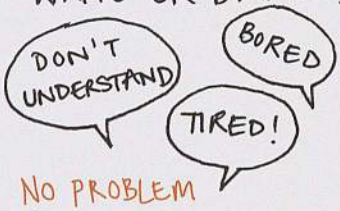
USING IDEAS AND TRICKS FROM

SO I SEEM TO HAVE DEVELOPED A **STYLE**



GENERALLY LOTS OF TEXT, AND I USE PICTURES TO ILLUSTRATE KEY CONCEPTS

SOMETIMES OF COURSE, IT CAN BE HARD TO THINK OF WHAT TO WRITE OR DRAW!

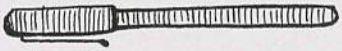


NO PROBLEM

FINISH OFF OTHER NOTES, PREPARE FOR THE NEXT ONE, OR JUST SKETCH THE AUDIENCE!

PENS & PAPER

I USE 0.5 / 0.38 mm PENS FROM MUJI



PILOT V SIGN PENS

TOMBOW DUAL BRUSH PENS FOR SHADING (THANKS, EVA-LOTTA!)

HARD-BACK NOTE BOOKS GIVE YOU SOMETHING TO LEAN ON

TIPS FOR LISTENING

SKETCHNOTES ARE ALL ABOUT OBSERVATION AND LISTENING... IF THEY TALK TOO FAST, YOU JUST HAVE TO LISTEN FASTER!

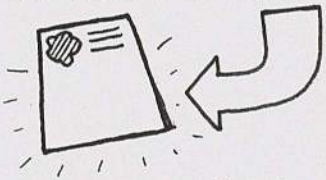
TIPS FOR DRAWING

USE A PEN (NOT A PENCIL)

THINK ABOUT STRUCTURE AND USE ANY CUES FROM THE SPEAKER

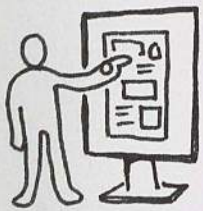
YOU CAN ADD THE COLOUR & SHADING LATER... IT'S OK!

IT DRIVES ME NUTS WHEN I HAVE TO START A NEW PAGE JUST FOR A SMALL BIT OF SKETCHING!



AND ONCE, I WAS AT A CONFERENCE WHERE THEY TURNED OFF ALL THE LIGHTS!

I'M PROUD WHEN PEOPLE USE SKETCHNOTES I'VE MADE...



...BEING INVITED...

...TO MAKE NOTES...

CHAPTER 7

SKETCHNOTING SKILLS and TECHNIQUES

IT'S TIME TO BUILD YOUR VISUAL NOTE TAKING TOOLBOX.

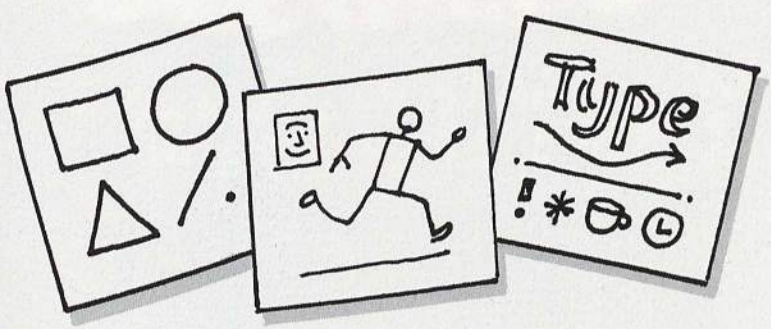
SO FAR YOU'VE LEARNED:

- ☑ What sketchnotes are
- ☑ Why you should create them
- ☑ How to create sketchnotes
- ☑ How to personalize sketchnotes

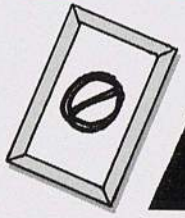
SKILLS & TECHNIQUES

In this chapter, you'll learn:

- → How to draw using the five basic shapes
- → How to draw people simply and quickly
- → How to draw faces and expressions
- → How to create four different typefaces
- → How to improve your penmanship
- → How to draw various visual elements
- → How to build your mind's visual library
- → Which tools to use for sketchnoting
- → Tips for sharing your sketchnotes



ideas NOT ART.



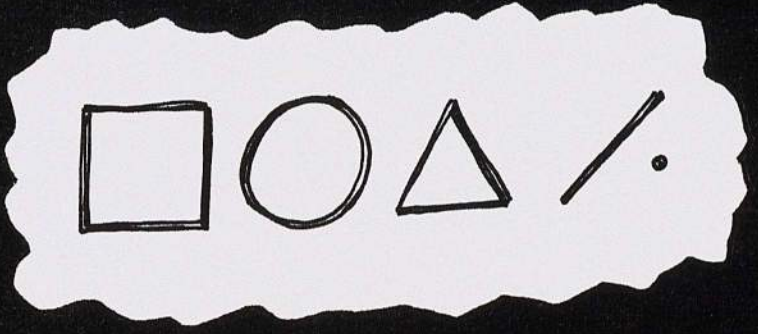
BEFORE YOU LEARN TO DRAW VISUAL ELEMENTS remember that sketchnotes are about capturing and sharing ideas, not art. Even bad drawings can convey good ideas.

If you're not an artist or feel you can't draw well,

YOU CAN CREATE SKETCHNOTES!

The following exercises are designed to help you start slowly and build on your successes. *You can do it!*

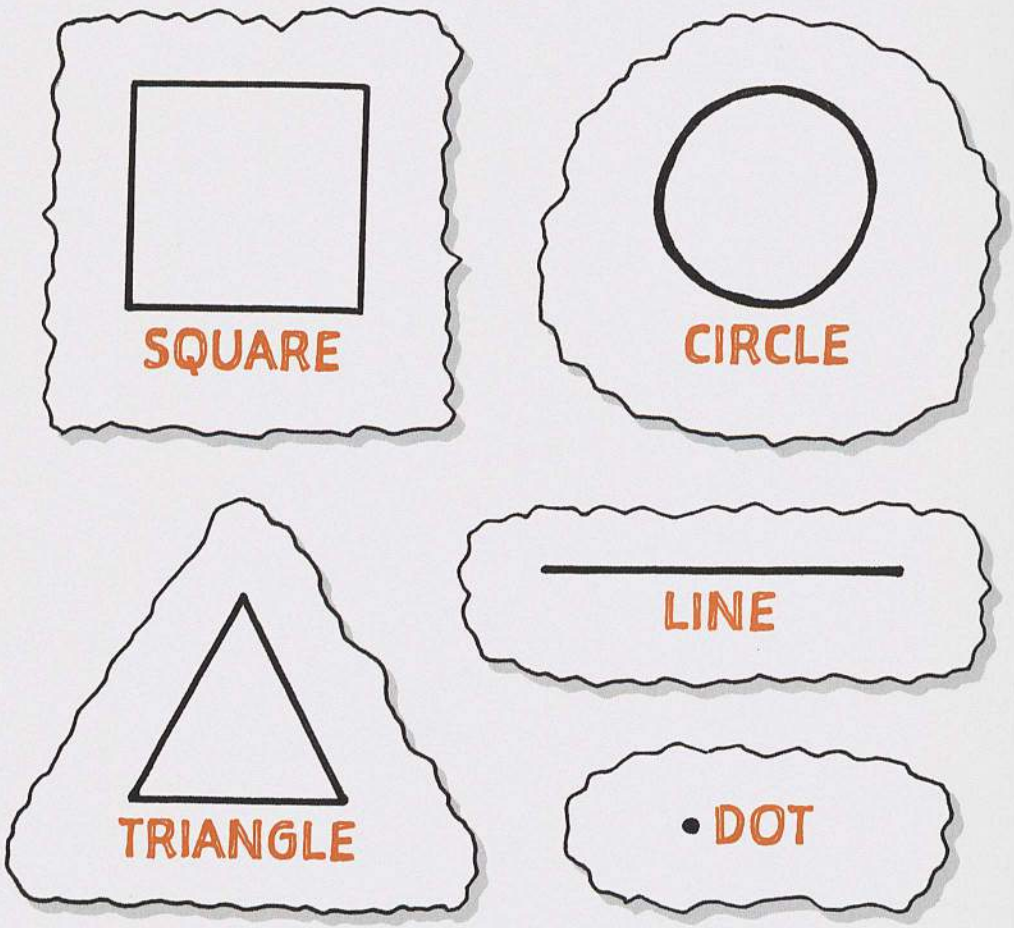
the FIVE BASIC Elements OF DRAWING



★ DRAW ALMOST ANYTHING WITH THESE 5 ELEMENTS. ★

THAT'S RIGHT! You can draw pretty much anything you can imagine with just five basic drawing elements.

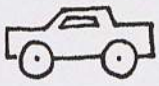
The FIVE BASIC DRAWING ELEMENTS:



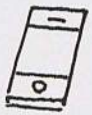
THIS SIMPLER WAY of creating images is often a relief for non-artists who want to add drawings to their sketchnotes but think they can't draw.

FOR THE IDEA-FOCUSED DRAWINGS you want to add to sketchnotes, drawing complex ideas by building them with simple squares, triangles, circles, lines, and dots is a handy technique. Can you spot the five elements in each of the following figures?

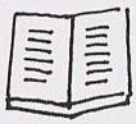
House



Car



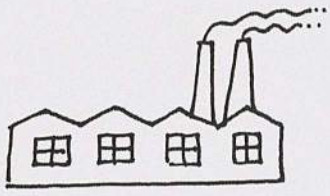
iPhone



Book

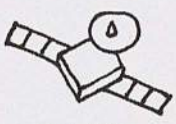
Pencil

Laptop



Factory

Earth



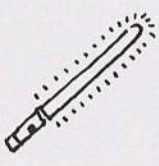
Satellite

Radio

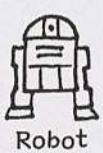
TV

Cat

Dog



Lightsaber

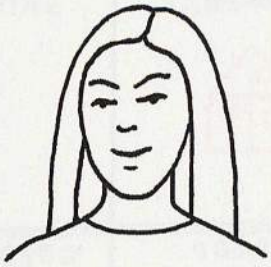
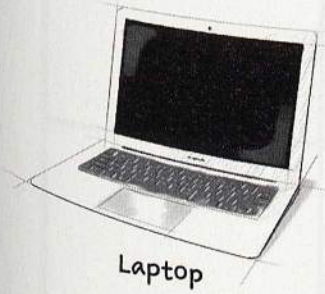
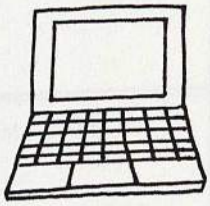
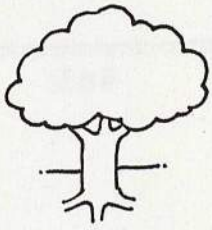
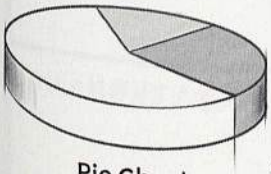
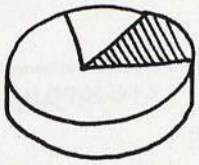
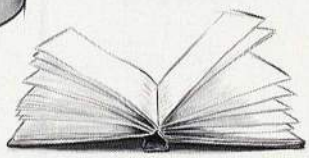
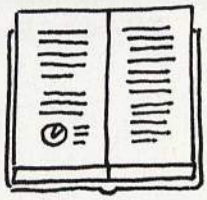


Robot

RATHER
THAN CREATE
museum-quality
ILLUSTRATIONS,

focus INSTEAD on
QUICKLY CREATING
SIMPLE DRAWINGS
of the IDEAS
IN YOUR HEAD
using the 5 basic elements.

COMPARE THESE 10 ITEMS

5 FANCY ILLUSTRATIONS	5 SIMPLE DRAWINGS
Woman	 Woman
 Laptop	 Laptop
Tree	 Tree
 Pie Chart	 Pie Chart
 Book	 Book
Fancy illustrations by Greg Newman	*Simple drawings by Mike Rohde*

FANCY ILLUSTRATIONS AND SIMPLE DRAWINGS
convey the same ideas, but simpler drawings are quicker to create.
When you're working live, speed and effectiveness are critical.

FIVE BASIC ELEMENTS Exercise

Now it's time for you to draw! In the grid below, use the five basic elements—square, circle, triangle, line, and dot—to create drawings of each word in the grid. If you get stuck, skip to the next word.

HOUSE	CAR	CLOCK	BOOK
LAPTOP	COFFEE MUG	BOAT	IGLOO
CAT	DOG	TRUCK	TRAIN
TRACTOR	LIGHTBULB	EARTH	SATURN
MOUNTAIN	TREE	HAMMER	WRENCH

FISH	BIRD	BUG	ROBOT
FLASHLIGHT	CAMERA	SUBMARINE	SANDWICH
HEADPHONES	MILK JUG	BATTERY	TV
DVD	TV REMOTE	MINIVAN	BIKE
BASEBALL CAP	T-SHIRT	SHOES	TRASH CAN
HAMBURGER	PEN	PENCIL	WATCH

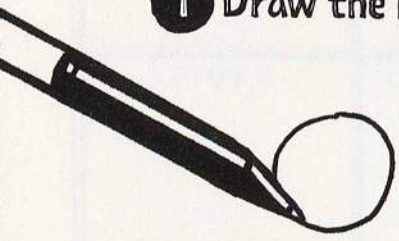
DRAWING PEOPLE

Drawing people quickly is a great skill to learn. There are many ways to draw people — I'll show you the two quickest ways.

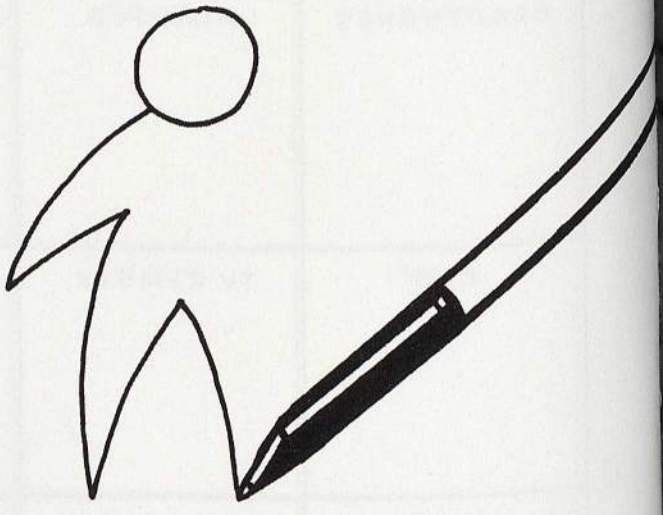
THE STAR METHOD

This method is used by professional graphic recorders for its speed and simplicity. Follow these four easy steps:

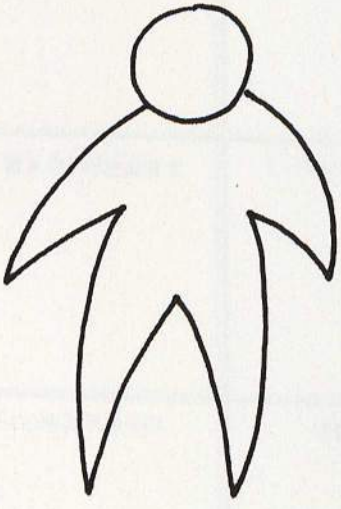
1. Draw the head



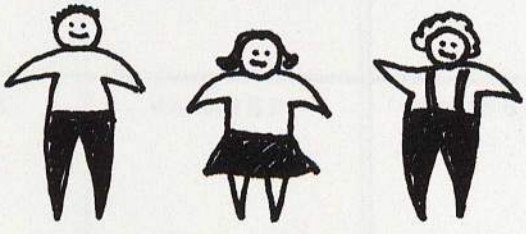
2. Draw a star-shaped body



3. Complete the body



4. Add faces, hair, clothes, etc.



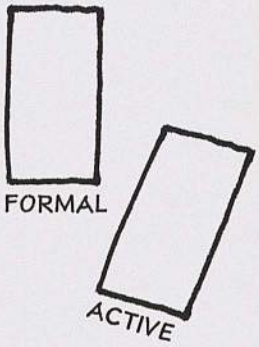
the
Gray
METHOD

THE GRAY METHOD

Dave Gray taught me another way of drawing people using a rectangle, an oval, and several lines. I love this way of drawing people because it's quick and allows for embellishment if I have extra time. Follow these six easy steps:

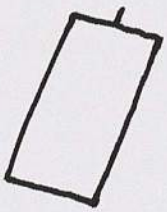
1 Draw a Body

Start by drawing the person's body as a rectangle, which can be straight up and down for a formal pose or at any angle for an active pose. The position of this rectangle sets much of the body's attitude and direction.



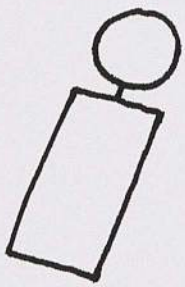
2 Draw a Neck

Next, draw a neck as a line at the top of the rectangle. Keep the neck short.



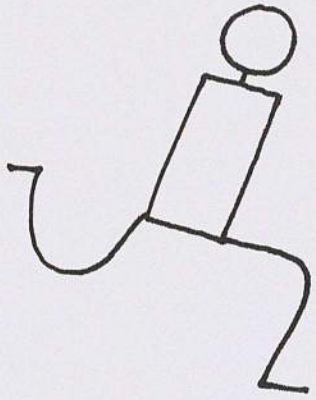
3 Draw a Head

Draw a head as a circle or an oval at the top of the neck line. Make sure there is enough room inside the head for a face.



4 Draw Legs

Using lines, add legs to the body because legs suggest the body's gesture more clearly than arms. Bend the legs at the knees as needed. Use simple lines for the feet.

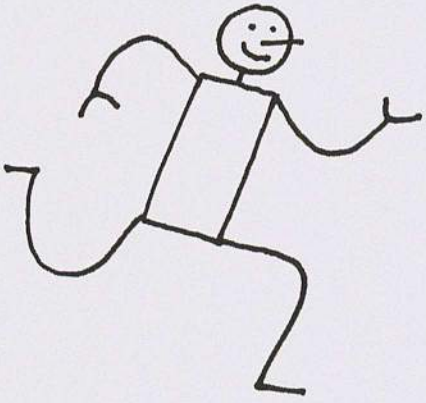


5 Draw Arms

Next, draw arms in relation to the rest of the body, bending at the elbows. A simple line works well for hands.

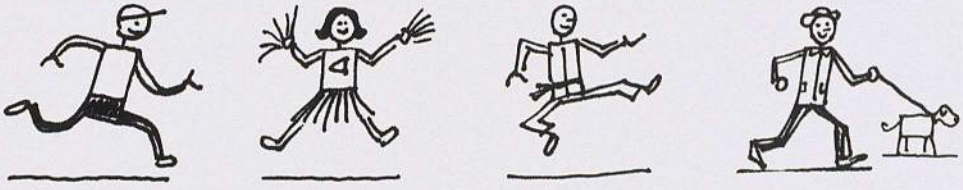
6 Draw a Face

Finally, use simple lines and dots to draw eyes, a nose, and a mouth. For the nose, a simple line works well and can be pointed in the direction your person is looking.



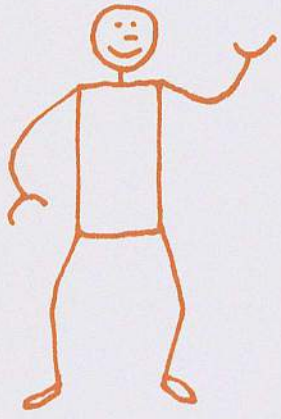
★ EMBELLISH!

Have fun adding more details to your person once the basic structure has been created.



DRAWING PEOPLE Exercise

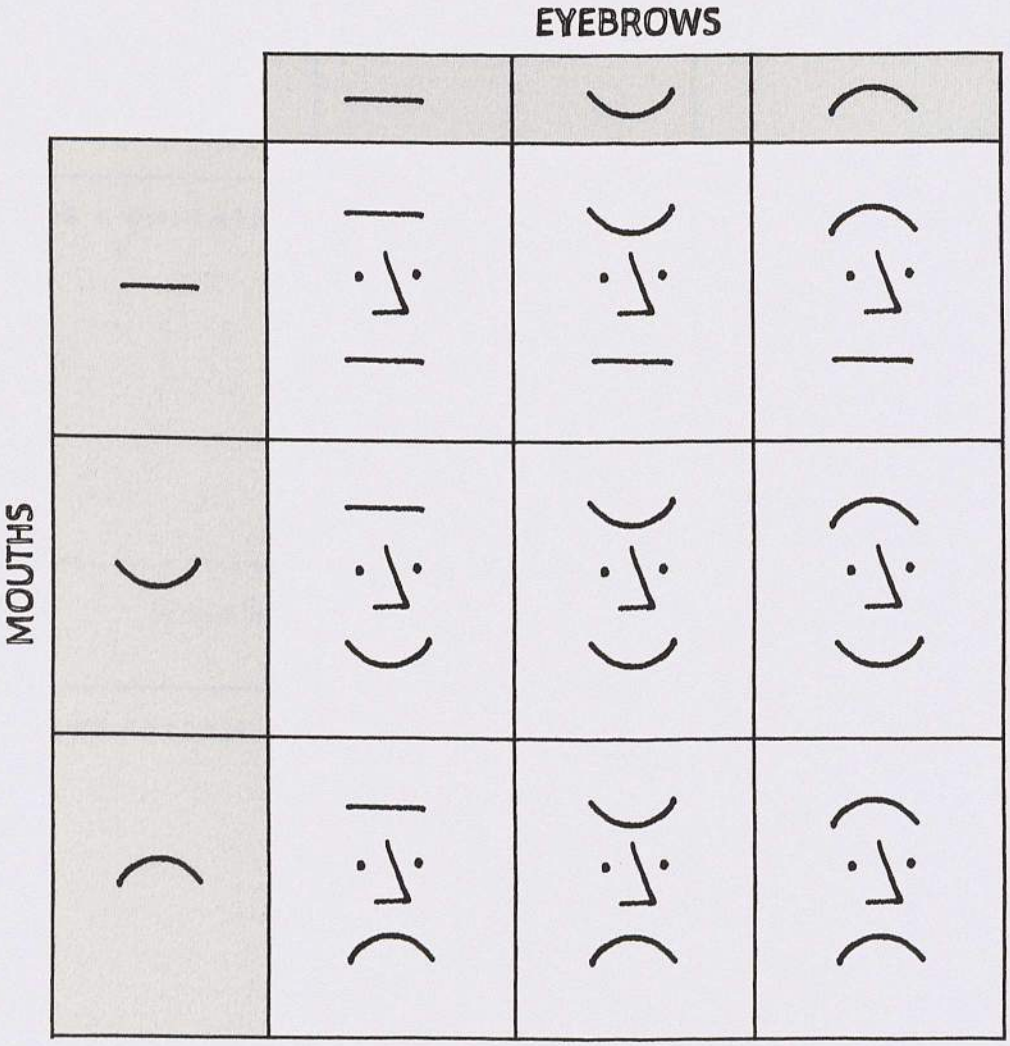
In the grid below, use the Gray Method to draw people. I've written some suggestions in the open grids to challenge you a bit. Try adding clothes, shoes, hats, and other details — have fun!

STANDING	RUNNING
	
WALKING	JUMPING

SITTING	ON THE PHONE	DANCING
DAD & SON WALKING	BACKPACKER	READING A BOOK
TENNIS PLAYER	KUNG FU MASTER	MASTER CHEF

DRAWING FACES

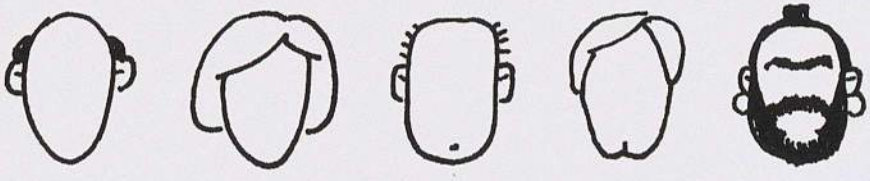
My friend Austin Kleon has a way of drawing faces using a few straight and curved lines for eyebrows and mouths, a triangular nose, and dots for eyes. Using these elements in a bingo grid, you can quickly create nine different facial expressions:



DRAWING FACES Exercise

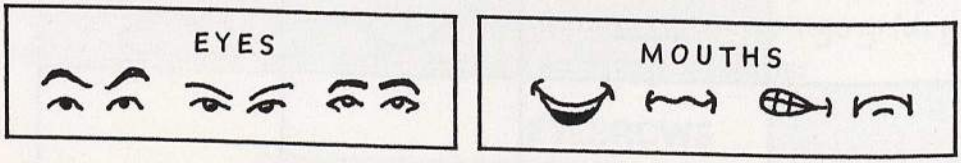
Now it's your turn to create faces using Austin's approach:

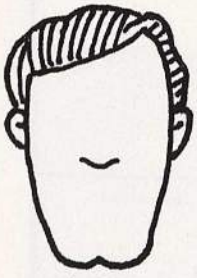
Next, try that same technique on some blank faces:

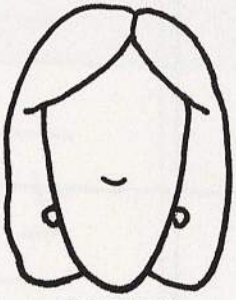


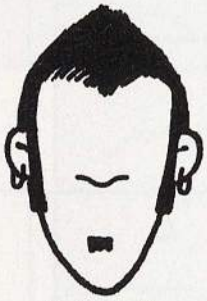
DRAW MORE FACES Exercise

Now it's time to create more faces. I've provided a few eye and mouth options, but feel free to make up your own.



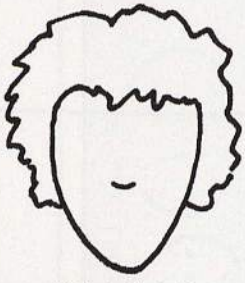

BIFF

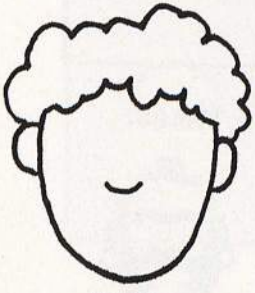

BUFFY

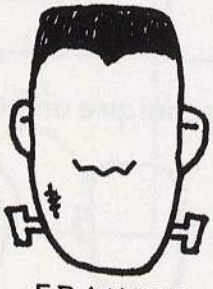

MOZZY

TEX

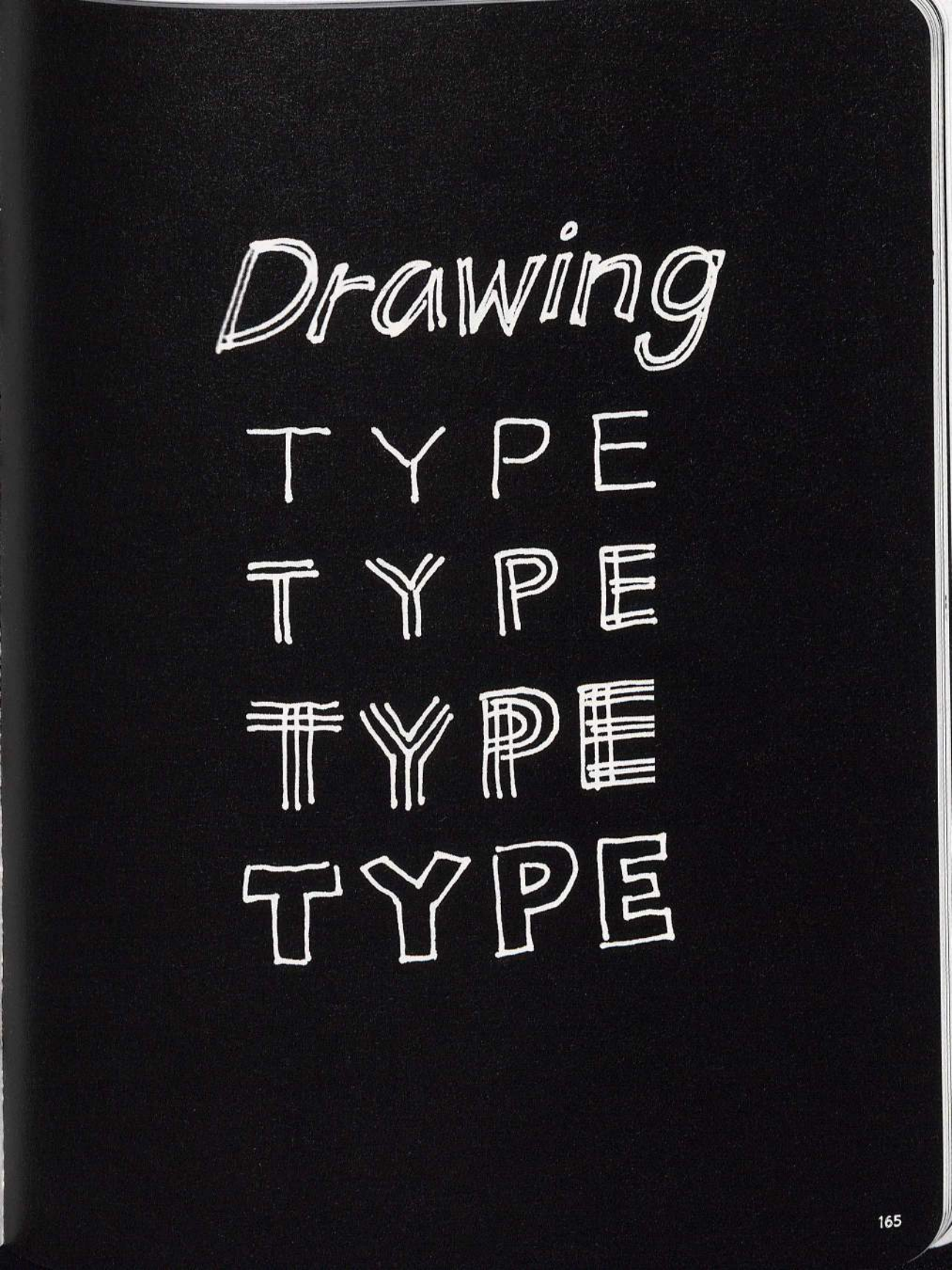
FRED


BIANCA


BOB


FRANKIE

WHAT OTHER FACIAL EXPRESSIONS CAN YOU CREATE?

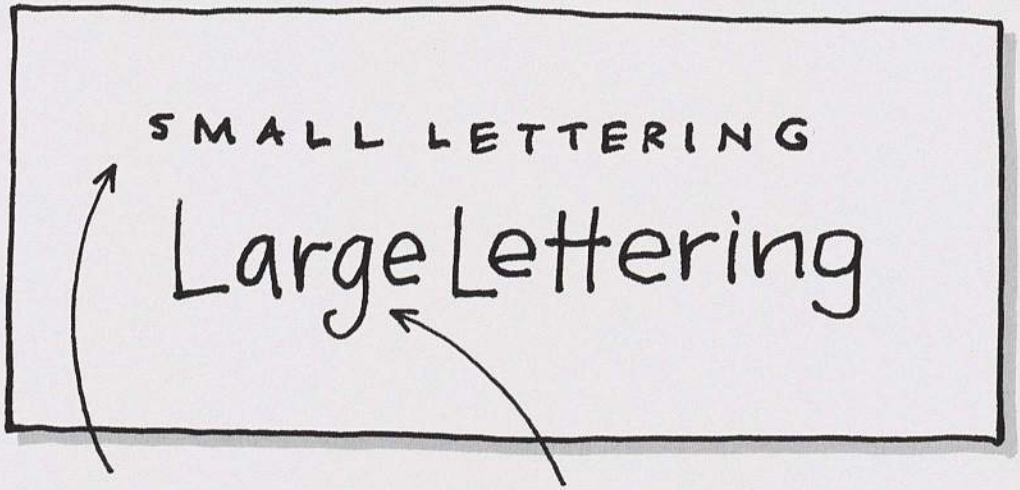

Drawing
TYPE
TYPE
TYPE
TYPE

DRAWING TYPE

A great way to immediately improve your plain text notes is to emphasize words with hand-drawn typography. In fact, you can create bolder or larger letterforms by hand in four easy ways:

SINGLE-LINE LETTERING

Using a single line, these clean headlines can draw attention to a section you'd like to emphasize in your sketchnotes. Plus, drawing single-line lettering is *easy* and *quick*.



All caps, small, single-line letters are great for establishing sections within a sketchnote.

Uppercase and lowercase single-line lettering is especially effective when used for headlines.

WHEN DRAWING TYPE, JUST RELAX, AND LET THE LETTERS FLOW ONTO THE PAGE.

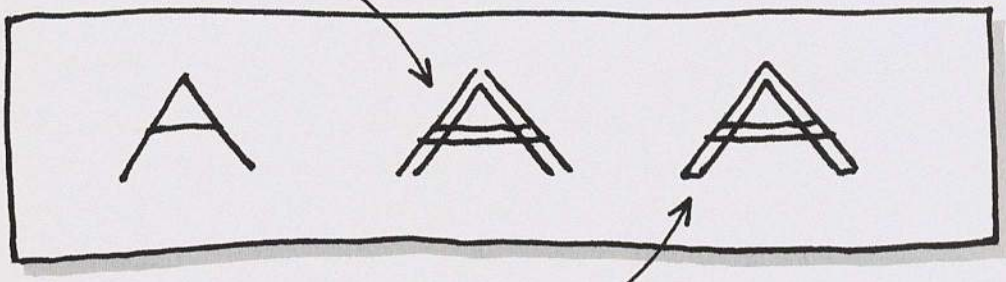
When creating single-line lettering, slow down and deliberately create each character:

A B C D E F G H I J K L M N C

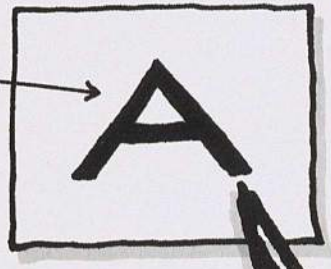
The great thing about learning the single-line type method is that many of these type creation methods are based on it.

TWO-LINE LETTERING

By drawing two lines in parallel, you can create bolder type. You can also draw the type as a single line, adding a second line next to it.



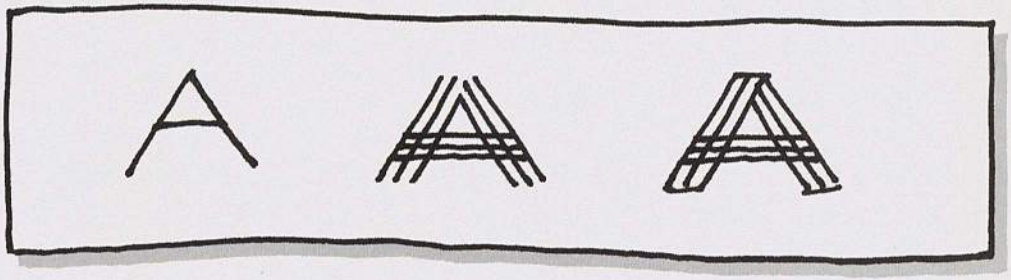
Next, you can close the ends of each character with a small line, and then fill in the gap with ink for bold, black letters.



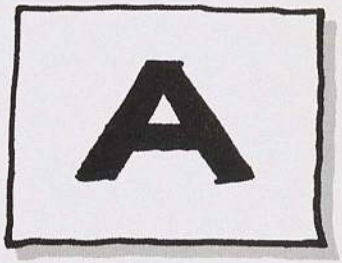
DRAW YOUR LETTERS WITH CONFIDENCE. NEVER HURRY.

TRIPLE-LINE LETTERING

This bold lettering style begins with a single-lined letter, and then two lines are added on either side of the center line.

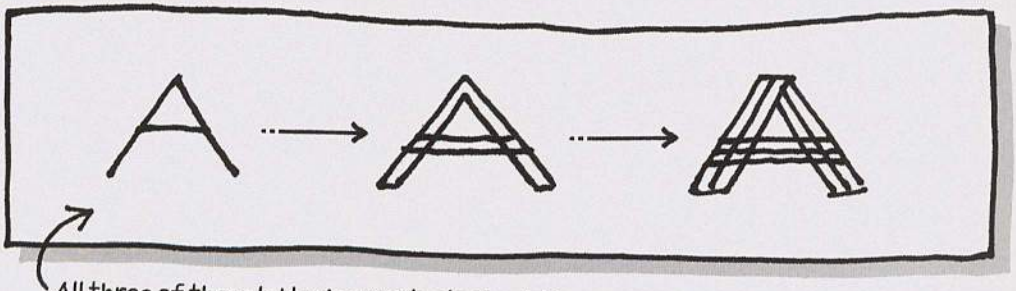


As with two-line lettering, you can close the ends of each character with a small line, and then fill in the gap with ink for very bold, black letters.



START SIMPLE & BUILD UP

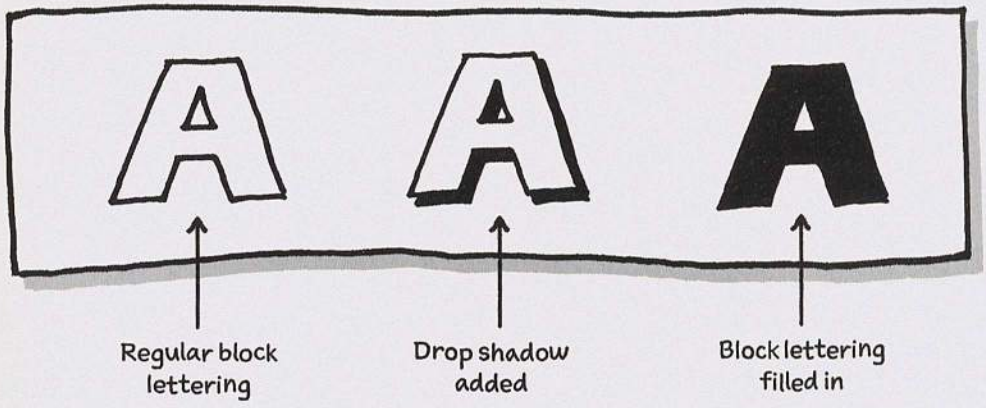
Using the single-line lettering method allows you to quickly convert your letters to two- or triple-line lettering, simply by adding more lines, even at a later time.



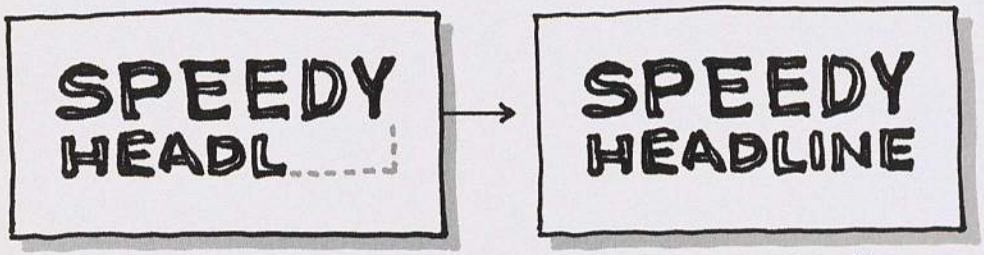
All three of these lettering methods start the same way.

BLOCK LETTERING

The block lettering approach requires a little more practice, skill, and time. When used properly, block lettering is a nice way to create a strong impression. Block lettering works well on title pages or when you want to emphasize a key point.



WITH ALL of these hand-drawn lettering approaches, you may need to start the first few letters and leave the rest for later. This is fine — just remember to finish the words you've started drawing when the sketchnote is completed.



Started but incomplete

Completed at a later time

DRAWING TYPE Exercise

Practicing hand-lettering techniques will help you quickly create type for your sketchnotes in a meeting. Use these pages to practice creating single-line, two-line, triple-line, and block lettering.

SINGLE-LINE LETTERING:

ABCabc

TWO-LINE LETTERING:

ABCabc

TRIPLE-LINE LETTERING:

BLOCK LETTERING:

the

PEN

IS MIGHTIER

THAN THE

Sword.

PENMANSHIP

Although large typographic elements work great for highlighting sections and ideas, you'll still need legible handwriting to capture detailed ideas in your sketchnotes.

10 YEARS AGO I wrote only in ALL CAPS block letters after abandoning lowercase handwriting. It took me months of practicing lowercase letter writing to get comfortable with it again. So, if your handwriting is rough and illegible, you can change it! Just take it slow and keep working on it.

ALL CAPS LETTERING WAS THE NORM FOR ME YEARS AGO.
Lots of practice helped me break that habit.
My old ALL CAPS handwriting
My lowercase handwriting

MIKE'S PENMANSHIP TIPS:

Here are a few tips that help me when I need clear, legible writing:

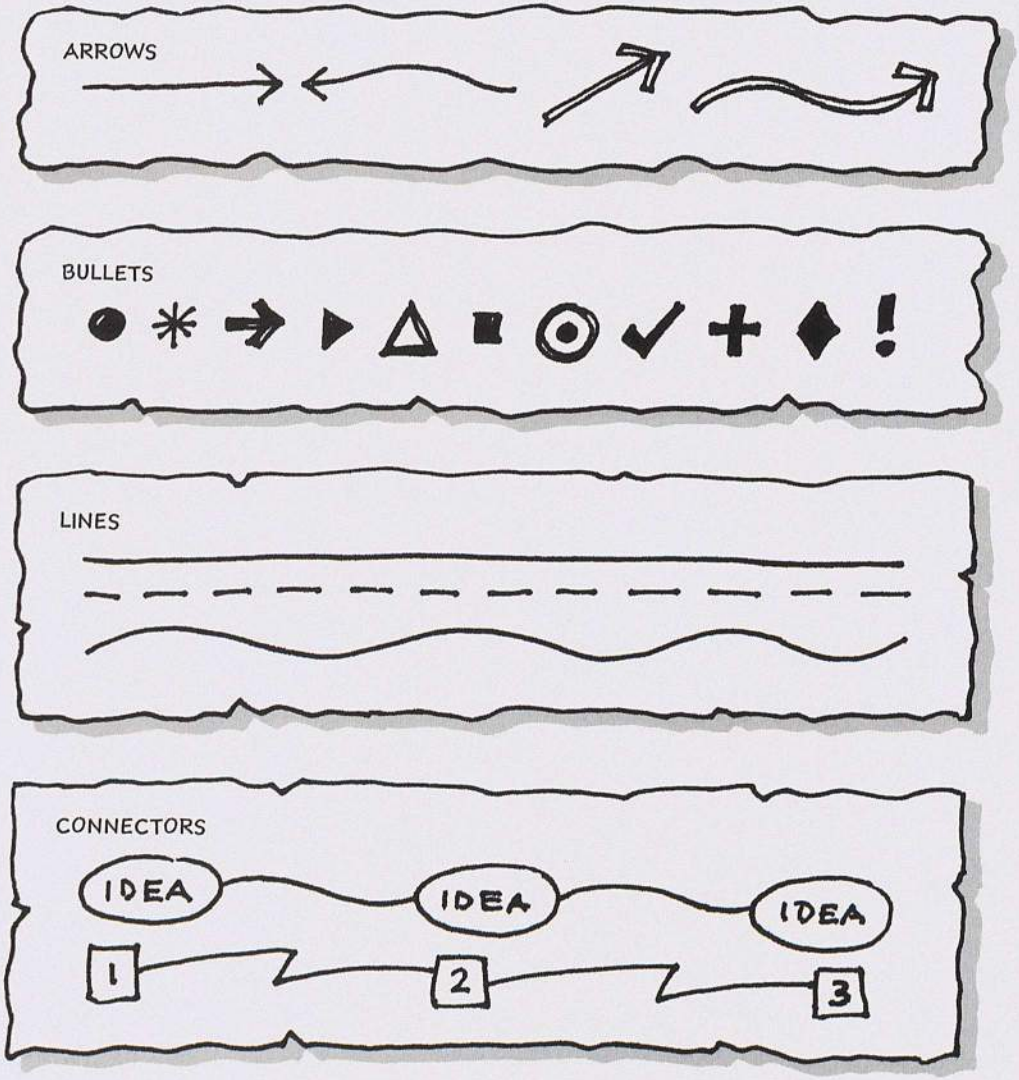
1. **Practice**
   Just a few minutes a day does the trick.

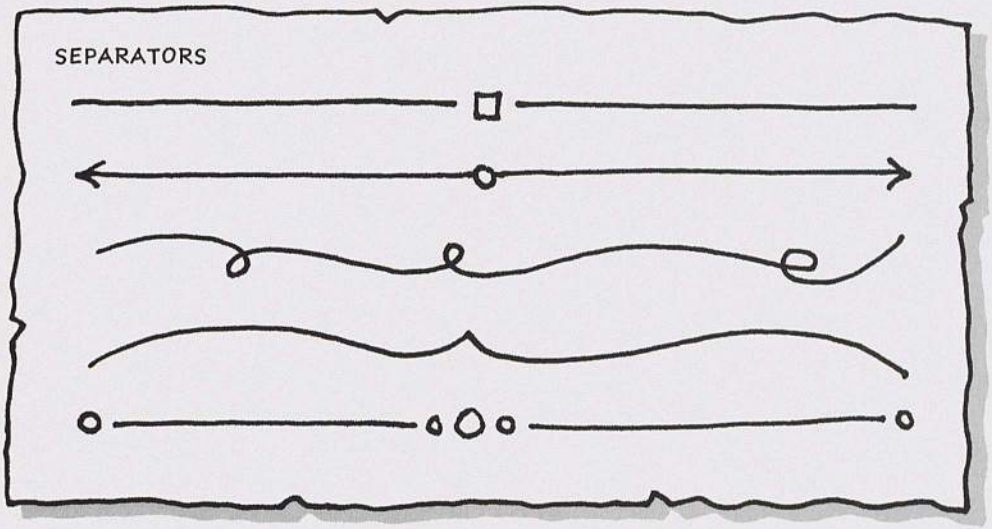
2. **Slow Down**
   Focus on each letter, one at a time. Don't rush!

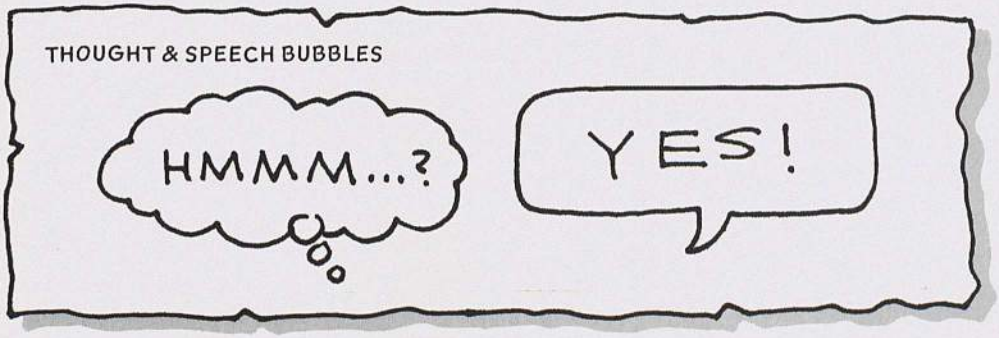
3. **Relax**
   Loosen your grip and relax your arm tension as you write.

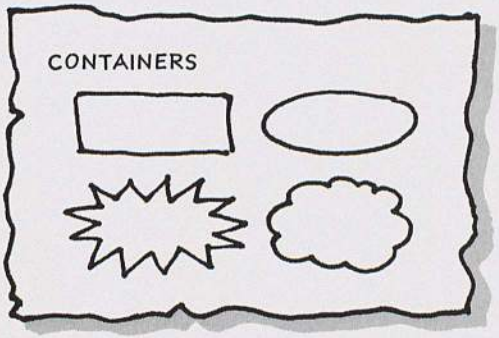
DRAWING VISUAL ELEMENTS

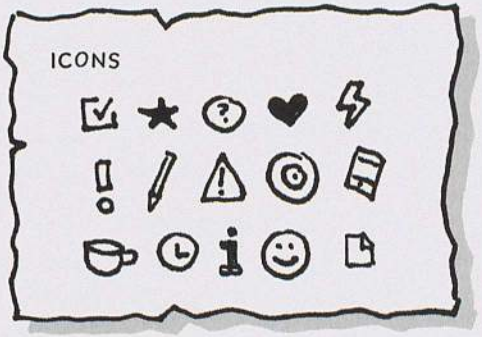
Visual elements add interest to your sketchnotes and can be a variety of shapes and sizes. Here are a few you may find useful to learn as part of your practice routines:




SEPARATORS

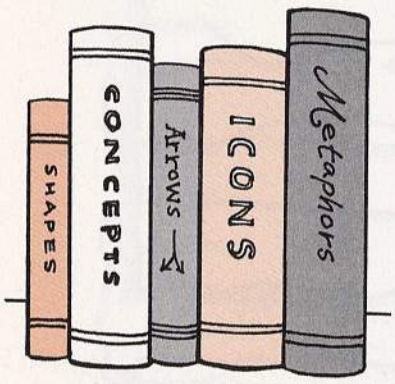

THOUGHT & SPEECH BUBBLES
HMMM...?
YES!


CONTAINERS


ICONS

BUILD A VISUAL LIBRARY

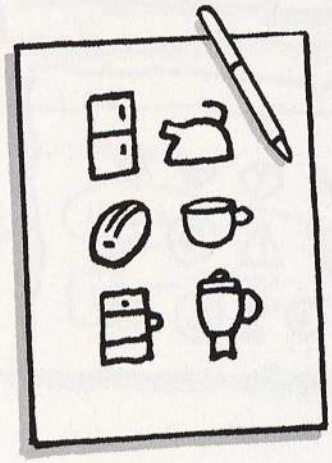
As you learn and practice drawing all the visual elements you've explored in this chapter, you're actually building a visual library of items.



Learning these techniques is a great way to add selections to your visual library. Another activity is to challenge yourself to draw items from memory when you have some downtime.

FOR EXAMPLE, using the exercise sheets in this chapter, use your memory and draw objects from your kitchen and office. Imagine your toaster, coffee maker, computer, or stapler, and draw it.

Push your mind to think of small, obscure items and draw each one in the book using the five basic drawing elements. This visual exercise challenges you to imagine things in your mind's eye and then draw them as simple objects.



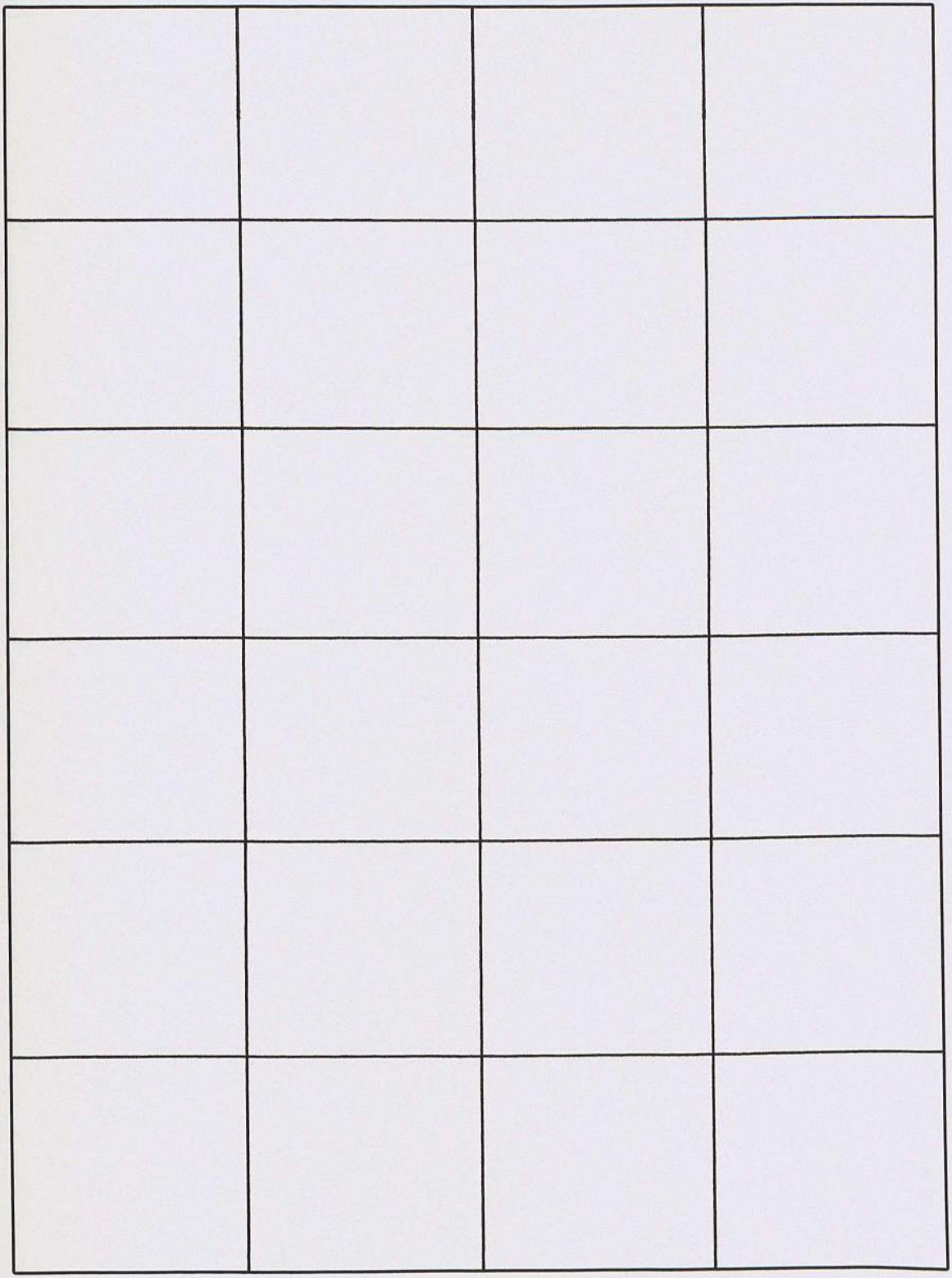
KEEP PRACTICING

Once you've filled the visual library exercises in this book, keep your mind in practice by creating new visual library objects using blank sheets of paper, sticky notes, a pocket notebook — even the back of junk mail envelopes.

with a
WELL-STOCKED
VISUAL
LIBRARY
IN YOUR MEMORY,
drawing ideas
and **objects**
BECOMES EASIER.

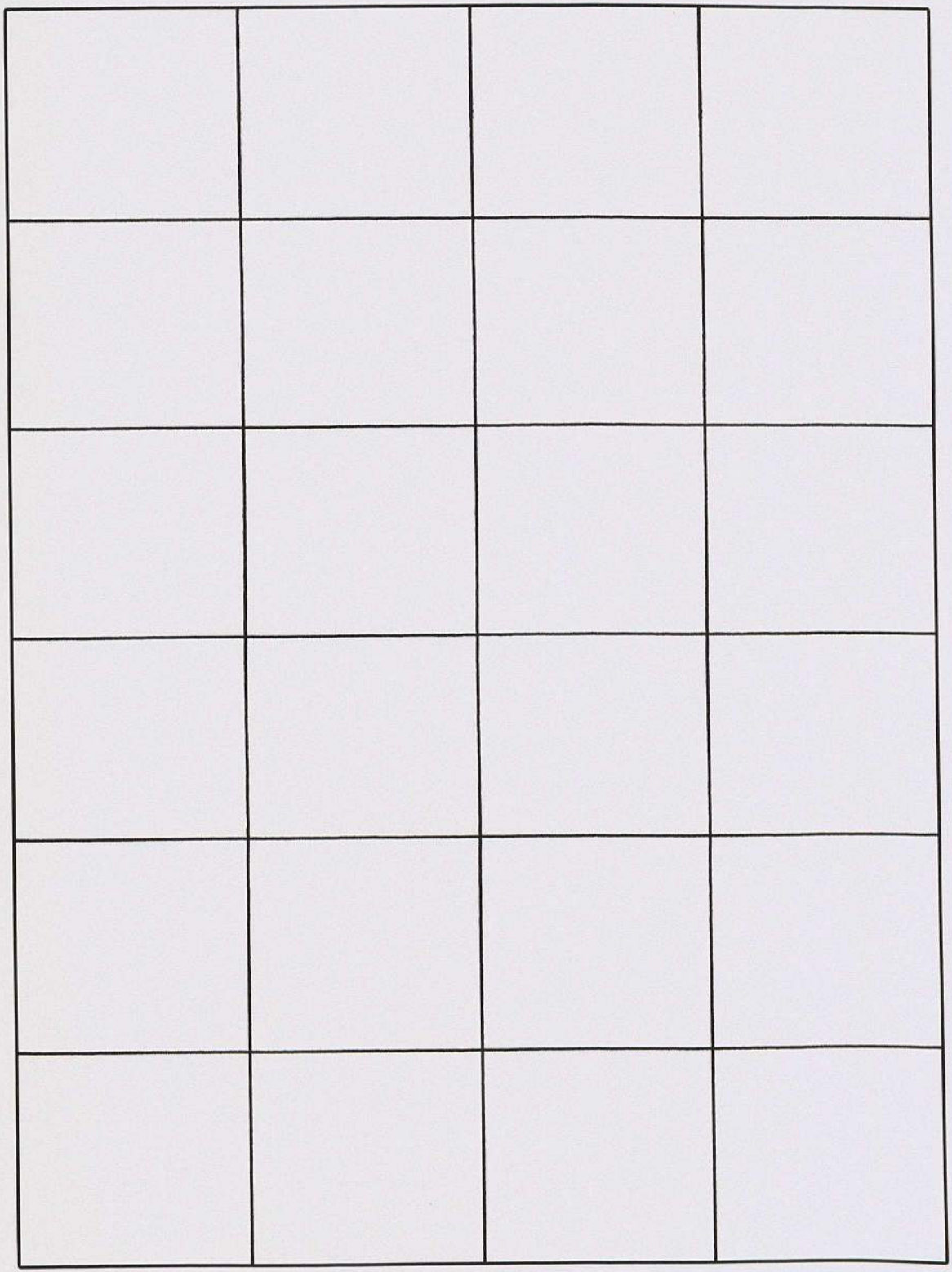
VISUAL LIBRARY Exercise: Kitchen

In the grid below, draw as many items from your kitchen from memory as you can recall. Remember to use the five basic elements to draw the images you're seeing in your head.



VISUAL LIBRARY Exercise: Office

In the grid below, draw as many items from your office from memory as you can recall. Remember to use the five basic elements to draw the images you're seeing in your head.

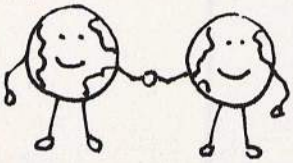


DRAWING METAPHORS

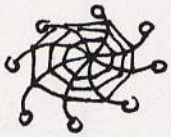
Metaphors are figures of speech that use the attributes of a known idea to describe another, apparently unrelated idea. Good metaphors lean on vivid imagery.

METAPHORS SHOULD BE BOLD & FUNNY

The most successful metaphors I've captured as sketchnotes have been bold and a bit over the top. I like to use humorous ideas for drawn metaphors because funny images are surprising and more likely to stick in your head.



WORLD PEACE



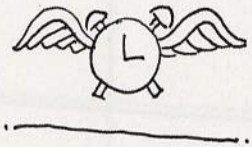
WORLD WIDE WEB

BUCKET LISTS

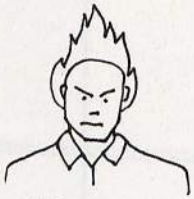
THE KEY TO CREATING METAPHORS

Let your imagination have free rein when you're sketching metaphors. Don't be afraid to use crazy, silly, or wild drawings for your metaphors. The most absurd drawings I've created for sketchnotes are often the most memorable.

JOHN LOST HIS HEAD



TIME FLIES



HOT HEAD

Seek out the

SILLIEST, CRAZIEST, WILDEST IDEAS

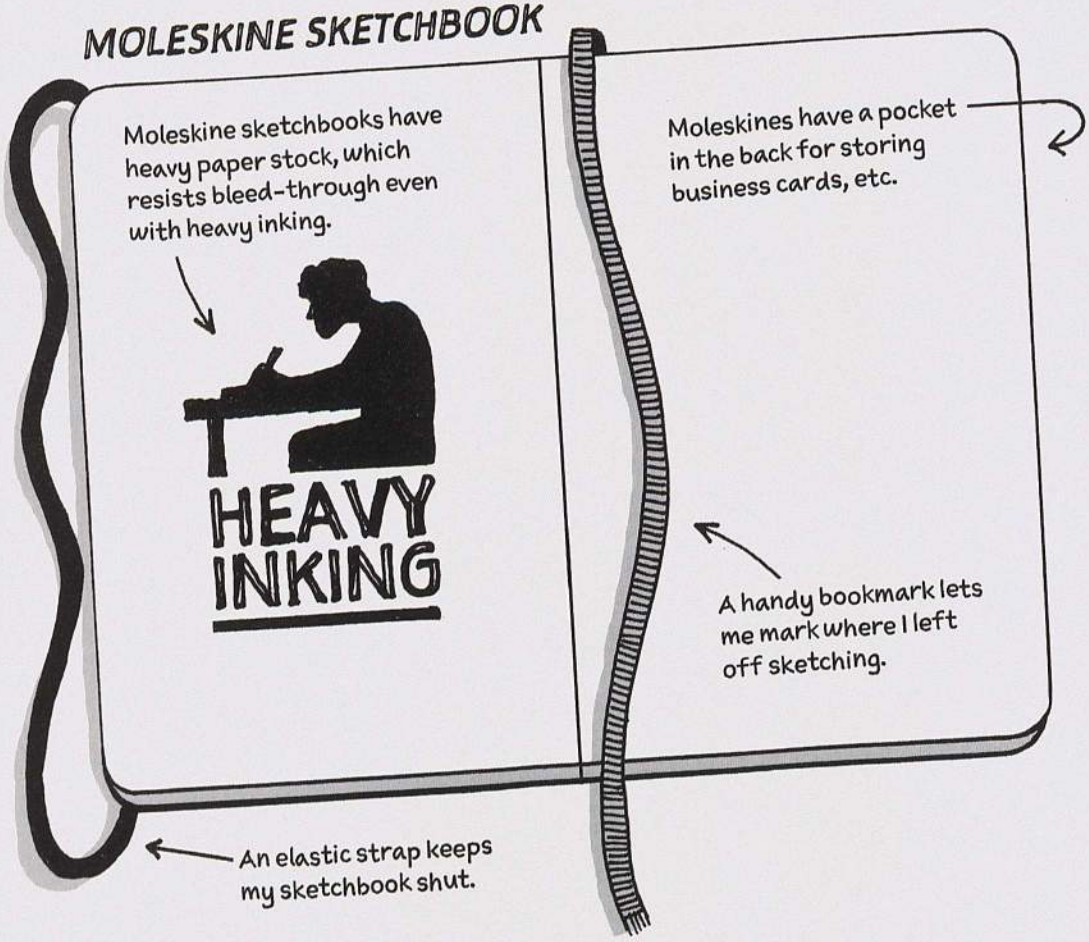
as METAPHORS.

THE MOST BIZARRE IDEAS CAPTURE ATTENTION AND ARE UNFORGETTABLE.

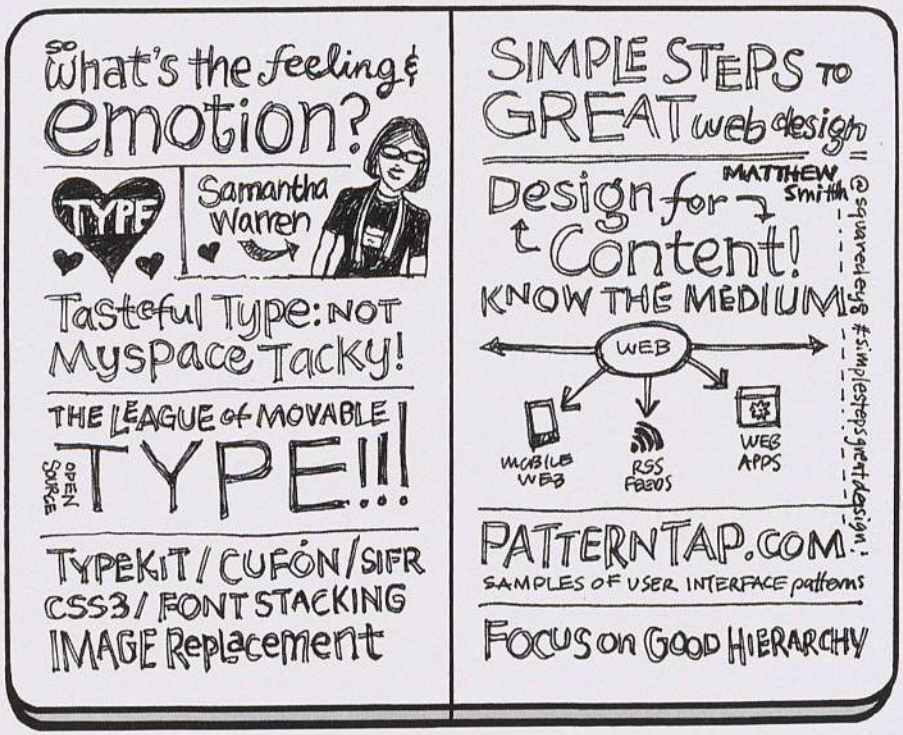
TOOLS for SKETCHNOTING

Any paper or notebook, pencil or pen will work just fine for sketchnoting. However, there are pens and papers that work better for some than others.

I use pocket-sized Moleskine sketchbooks because they're small and can take a beating in my pocket or backpack.

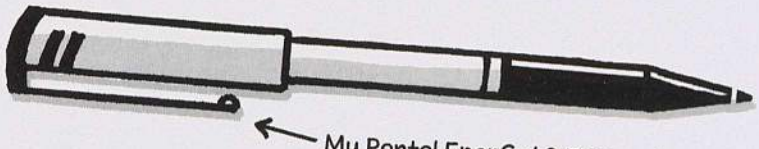

MOLESKINE SKETCHBOOK
Moleskine sketchbooks have heavy paper stock, which resists bleed-through even with heavy inking.
HEAVY INKING
Moleskines have a pocket in the back for storing business cards, etc.
A handy bookmark lets me mark where I left off sketching.
An elastic strap keeps my sketchbook shut.

A Moleskine's two-page spreads work well for the linear sketchnotes I create. Here's a sample:



Mike Rohde • SXSW Interactive 2010

MY STYLE features high-contrast, black-and-white typography and drawings, so I use a bold, 0.7mm gel pen.

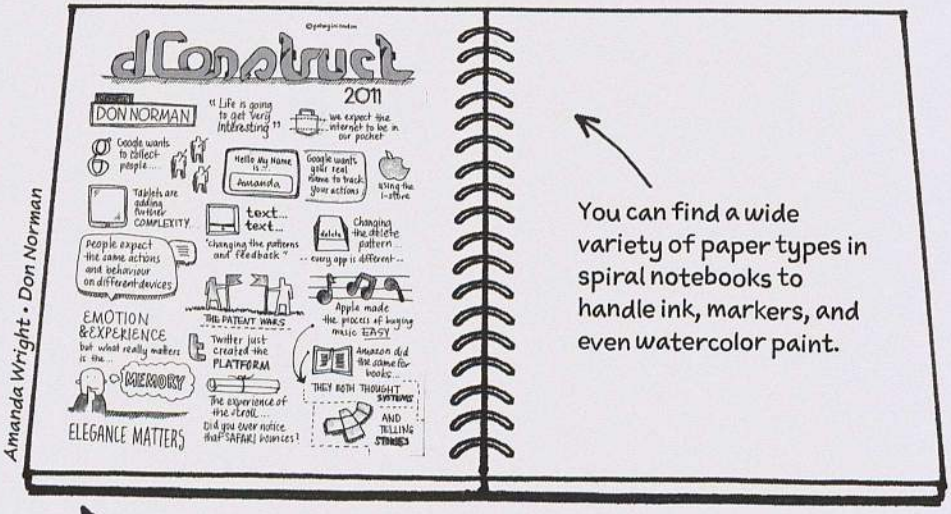


My Pentel EnerGel 0.7mm gel pen.

OTHER NOTEBOOK & PEN OPTIONS

Some sketchnoters prefer square or spiral notebooks. Others use finer black lines as a base and then amplify their sketchnotes afterward with colored markers, colored pencils, or even watercolor paints.

SPIRAL-BOUND SKETCHBOOK

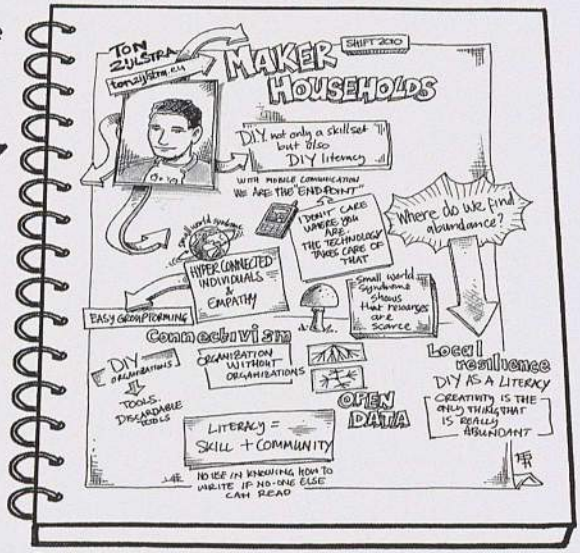

dConstruct
2011
DON NORMAN
"Life is going to get very interesting"
Google wants to collect people...
Hello My Name is Amanda
Google wants your real name to track your actions
using the I-strive
Tablets are adding further COMPLEXITY
text... text...
"changing the patterns and feedback"
Changing the delete pattern... every app is different...
People expect the same actions and behaviour on different devices
THE PATENT WARS
Apple made the process of buying music EASY
EMOTION & EXPERIENCE but what really matters is the...
Twitter just created the PLATFORM
Amazon did the same for books...
MEMORY
THEY BOTH THOUGHT SYSTEMS AND TELLING STORIES
The experience of the stroll...
Did you ever notice that SAFARI bounces?
ELEGANCE MATTERS

Amanda Wright • Don Norman

You can find a wide variety of paper types in spiral notebooks to handle ink, markers, and even watercolor paint.

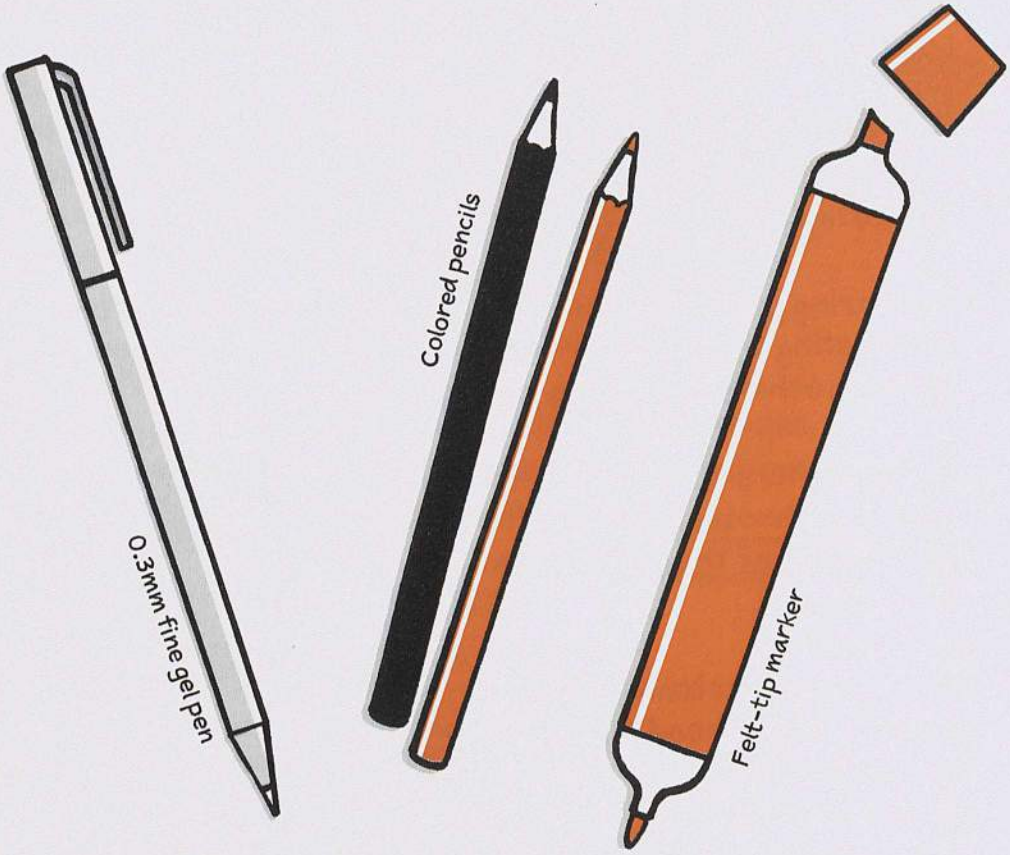
Spiral notebooks are great for laying flat on tables.

Spiral notebooks can also be flipped open for easy access to any page in the book.


TON ZIJLSTRA
tonzijlstra.nl
MAKER HOUSEHOLDS
SHIFT 2010
DIY not only a skillset but also DIY literacy
WITH MOBILE COMMUNICATION WE ARE THE ENDPOINT
I DON'T CARE WHERE YOU ARE. THE TECHNOLOGY TAKES CARE OF THAT
Where do we find abundance?
HYPER CONNECTED INDIVIDUALS & EMPATHY
Small world Syndrome shows that resources are scarce
EASY GROUPFORMING
Connectivism
DIY ORGANISATIONS
ORGANISATION WITHOUT ORGANISATIONS
TOOLS: DISCARDABLE TOOLS
OPEN DATA
Local resilience
DIY AS A LITERACY
CREATIVITY IS THE ONLY THING THAT IS REALLY ABUNDANT
LITERACY = SKILL + COMMUNITY
NO USE IN KNOWING HOW TO WRITE IF NO-ONE ELSE CAN READ

Bauke Schildt • Ton Zijlstra

PEN OPTIONS include gel, ball point, or felt tips (0.3 to 0.5mm fine point), which dry quickly. Highlight your sketchnotes with felt-tipped markers or colored pencils.



The books and pens you choose are up to you. Experiment with a variety of book styles, pens, and markers until you find the right combination that works best for you.

SHARING SKETCHNOTES

Sharing sketchnotes can be as simple as shooting and posting a photo with your smartphone or as complex as making high-resolution scans on your desktop computer. I often share my work both ways.

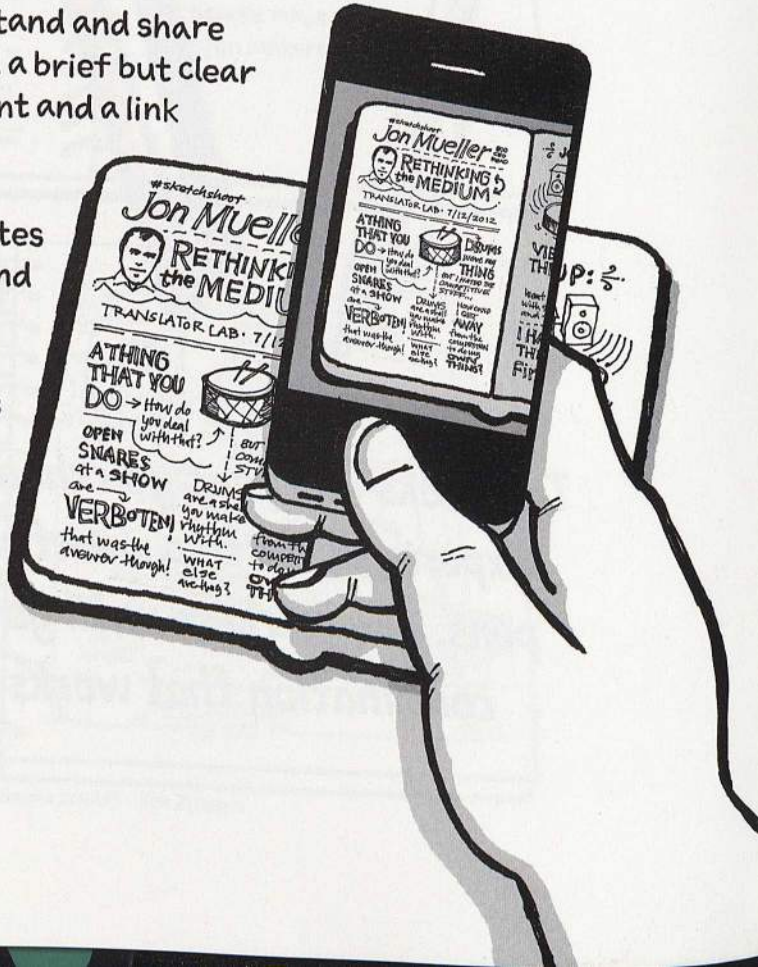
SMARTPHONES

Smartphones are convenient to carry anywhere and can create highly detailed photos for backup and sharing.

By sharing your sketchnotes using the camera on your phone and posting them to your favorite social media site, you're drawing others in to enjoy your work right away.

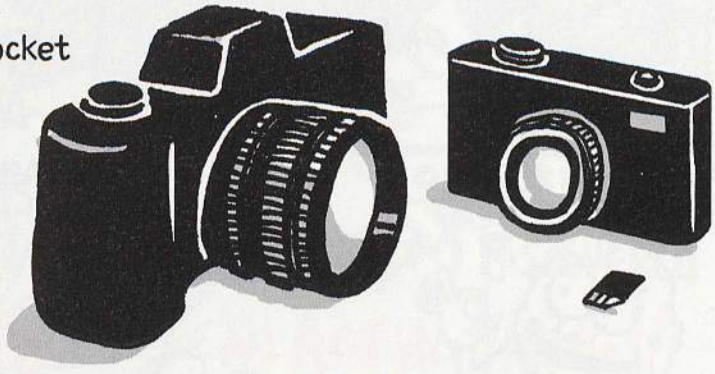
To help others understand and share your sketchnotes, add a brief but clear description of the event and a link to your work.

Making your sketchnotes easy to comprehend and share can make what you've created more attractive for readers to check out and even share with the world.


#sketchshoot
Jon Mueller
RETHINKING the MEDIUM
TRANSLATOR LAB · 7/12/2012
A THING THAT YOU DO → How do you deal with that?
OPEN SNARES at a SHOW are VERBOTEN! that was the answer though!
DRUMS are a thing you make rhythm with.
WHAT else though?

DIGITAL CAMERAS

Another option is to carry a high-end, point-and-shoot pocket or DSLR camera with you to capture photos of your work to share at a later time. I've found pocket point-and-shoot cameras have a good trade-off between quality and portability when I'm sketchnoting at an event.

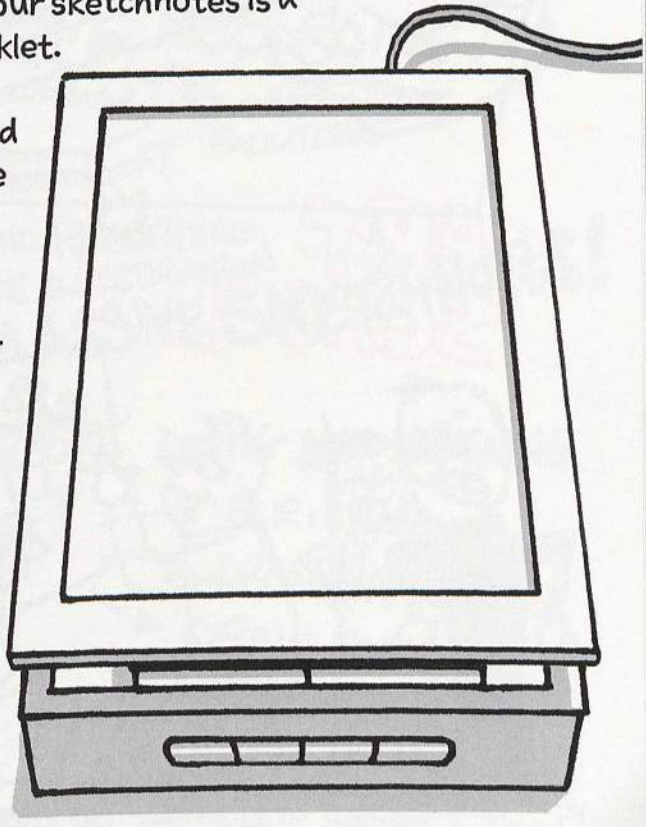


SCANNERS

A quality flatbed scanner produces the best images, especially if the end result of your sketchnotes is a PDF document or a printed booklet.

I prefer a small scanner powered from a USB cable. This allows me to carry it along to an event if needed. I scan my work as PNG files, which I can convert to PDF files or send to a printer for final print production.

I use Photoshop to tweak the contrast and levels, and save a final file with each spread of sketchnotes on a layer. This makes it easy to work with and export a large batch of sketchnotes.



DRAWING LICENCE

CHRIS SHIPTON

CARTOONIST

OXFORD, UK CHRISSHIPTON.CO.UK

EQUIPMENT:

I PREFER MOLESKINE BOOKS BUT AM GIVING LEUCHTURM1917 A GO... AND FOR SKETCHNOTING I LIKE A PILOT VSIGN BACKED UP WITH A FABER CASTELL PITT PEN(B) AND A FEW MAGIC MARKERS...

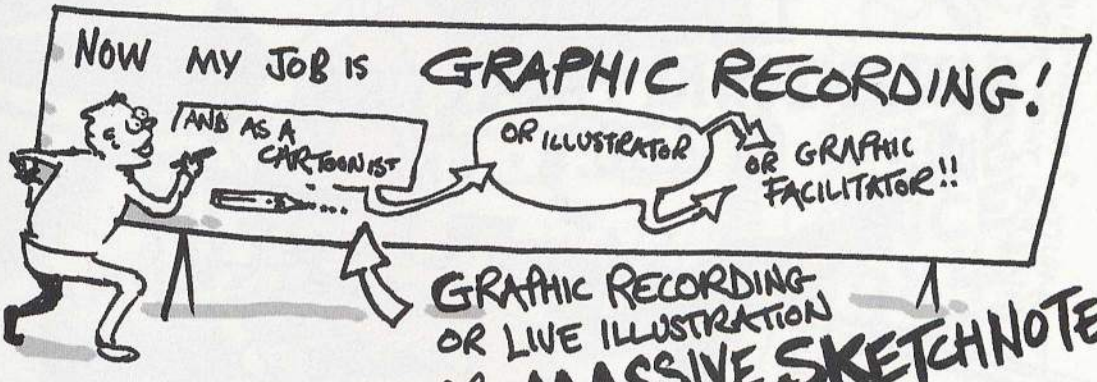
ABOUT ME:

I HAVE ALWAYS DRAWN STUFF

AND LIKE MANY WAS REGULARLY TOLD OFF FOR IT THROUGH OUT MY EDUCATION

AT ART SCHOOL...

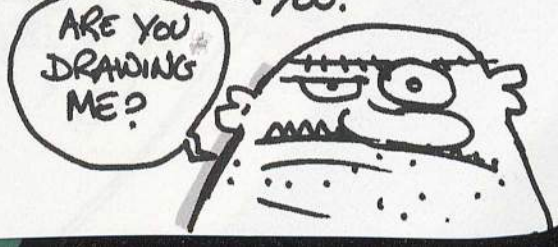
IMAGINE MY SURPRISE WHEN ONE DAY, IDLY SURFING THE NET I DISCOVERED **SKETCHNOTES** WERE AN ACTUAL THING!!

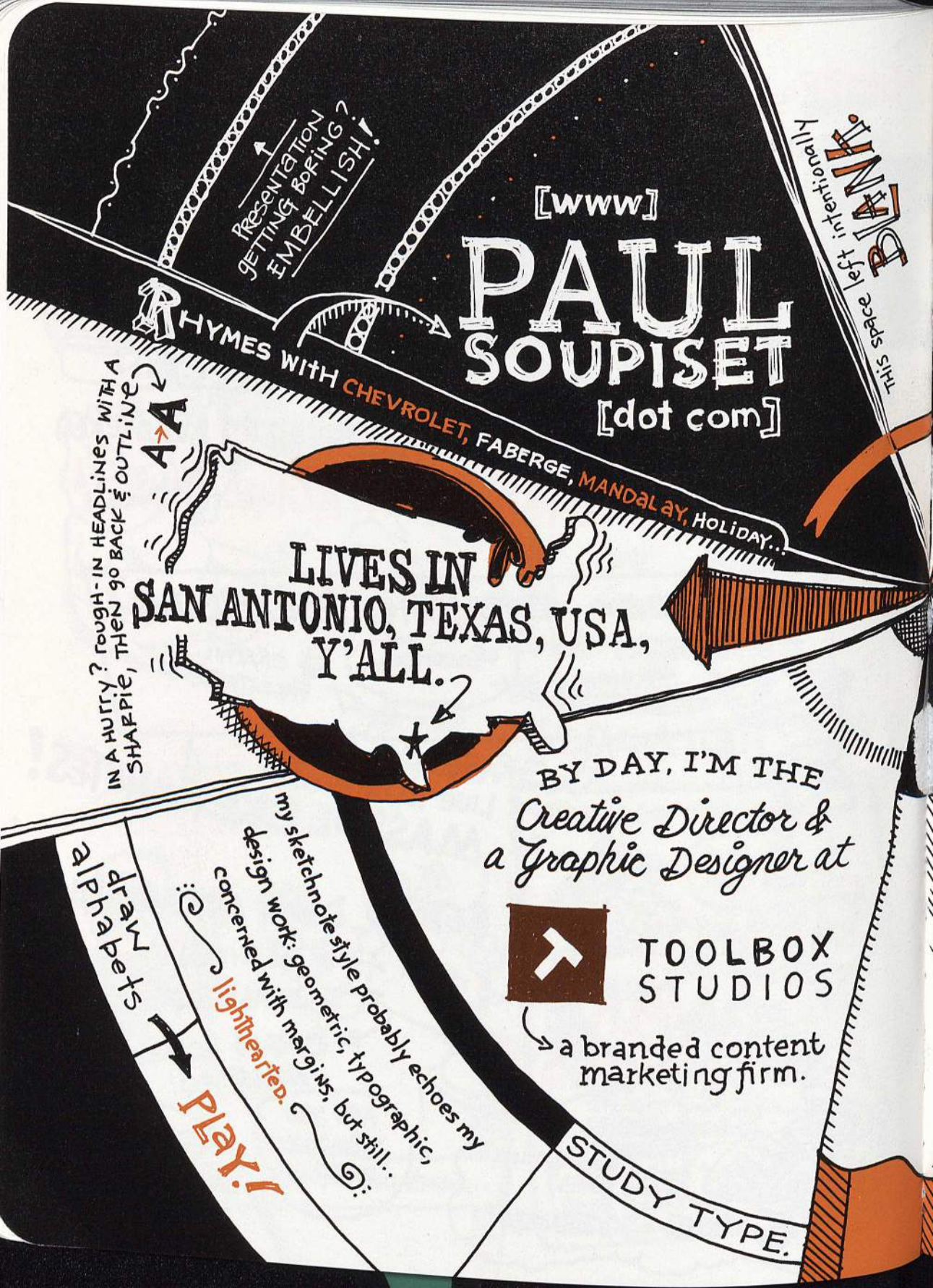


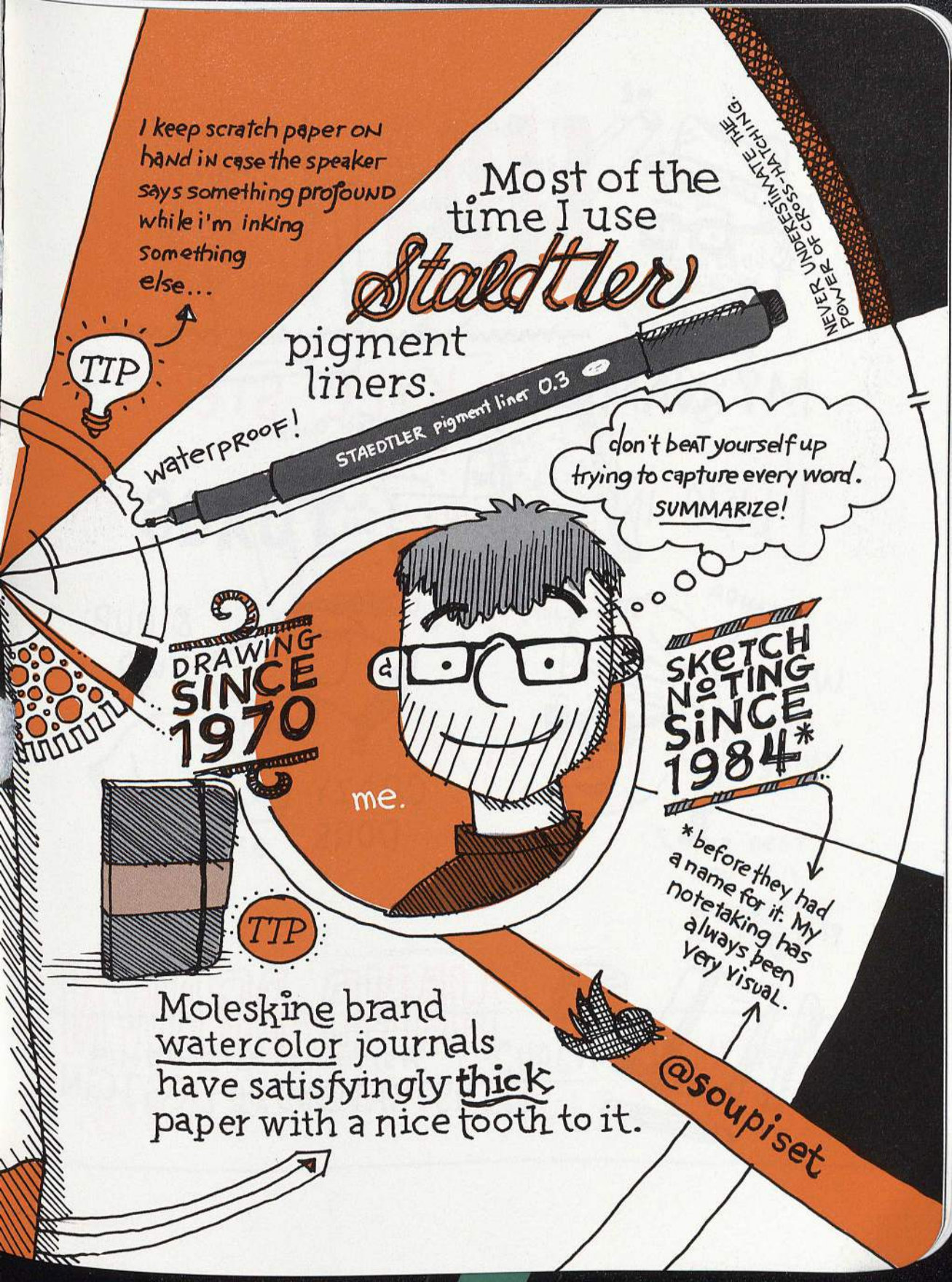
GRAPHIC RECORDING
OR LIVE ILLUSTRATION
OR **MASSIVE SKETCHNOTES!**

TOP TIP#1 BEFORE DOING ANY DRAWING WARM UP FIRST!

- SCRIBBLE
- DRAW SQUIGGLES
- DRAW SOMEONE NEAR YOU!




PRESENTATION GETTING BORING? EMBELLISH!
[www]
PAUL SOUPISET
[dot com]
RHYMES WITH CHEVROLET, FABERGE, MANDALAY, HOLIDAY...
THIS SPACE LEFT INTENTIONALLY BLANK.
IN A HURRY? ROUGH-IN HEADLINES WITH A SHARPIE, THEN GO BACK & OUTLINE
A A
LIVES IN SAN ANTONIO, TEXAS, USA, Y'ALL.
BY DAY, I'M THE Creative Director & a Graphic Designer at
TOOLBOX STUDIOS
a branded content marketing firm.
my sketchnote-style probably echoes my design work: geometric, typographic, concerned with margins, but still.. lighthearted.
draw alphabets
step aside
PLAY!
STUDY TYPE.

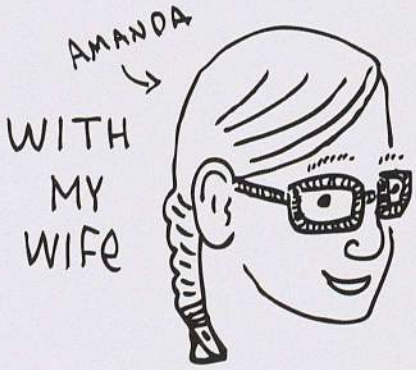

I keep scratch paper ON hAND iN case the speaker says something profound while i'm inking something else...
TIP
Most of the time I use Staedtler pigment liners.
waterproof!
STAEDTLER pigment liner 0.3
NEVER UNDERESTIMATE THE POWER OF CROSS-HATCHING.
don't beAT yourself up trying to capture every word. SUMMARIZE!
DRAWING SINCE 1970
me.
SKETCH NoTING SiNCE 1984*
*before they had a name for it. My notetaking has always been very visual.
TIP
Moleskine brand watercolor journals have satisfyingly thick paper with a nice tooth to it.
@soupiset

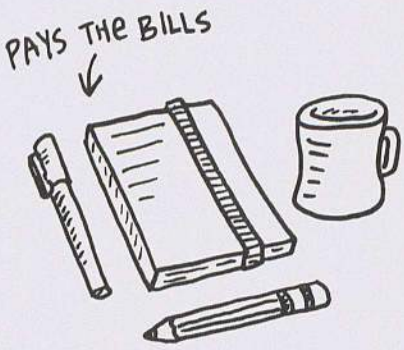
HELLO!

MY NAME IS KYLE STEED

I LIVE IN

TEXAS

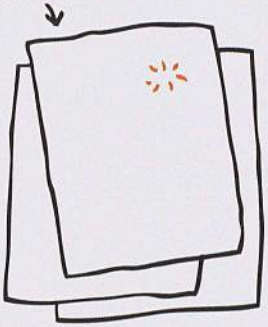




HAND-DRAWN

ILLUSTRATIONS AND DESIGN

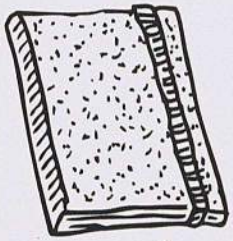
LOOSE LEAF



I PREFER THE MICRON PENS WHEN I'M DRAWING

YOU ALSO CAN'T GO WRONG WITH THIS GUY

FIELD NOTES



MOLESKINE

JUST HAVE FUN

THE BEST ADVICE I CAN GIVE SOMEONE

FIND ME ON TWITTER @KYLESTEED | CHECK OUT MY WEBSITE KYLESTEED.COM

CONGRATULATIONS!

You've made it to the end of *The Sketchnote Handbook!* Now you have a better idea of what sketchnotes are and how to create them.

Here are a few details to remember:

★ **START SLOWLY**
Use just a quarter of the page to start and expand as you improve your skills.

★ **BUILD ON SUCCESS**
Try a few techniques and be happy with your progress as you continue to improve. Go easy on yourself!

★ **LISTEN UP**
Manage distractions, listen closely, and concentrate. The more you practice listening, the better you'll get.

★ **DRAW SIMPLY**
Use the 5 basic elements to draw simple shapes, just like kids do. Bad drawings can still convey good ideas!

★ **EXPLORE**
Find your own way as you learn to sketchnote. Everyone has a unique way of forming ideas and capturing them.

★ **SHARE**
Share those sketchnotes! You're invited to share your work at *The Sketchnote Handbook* group on Flickr:

www.flickr.com/groups/thesketchnotehandbook

GUESS WHAT?

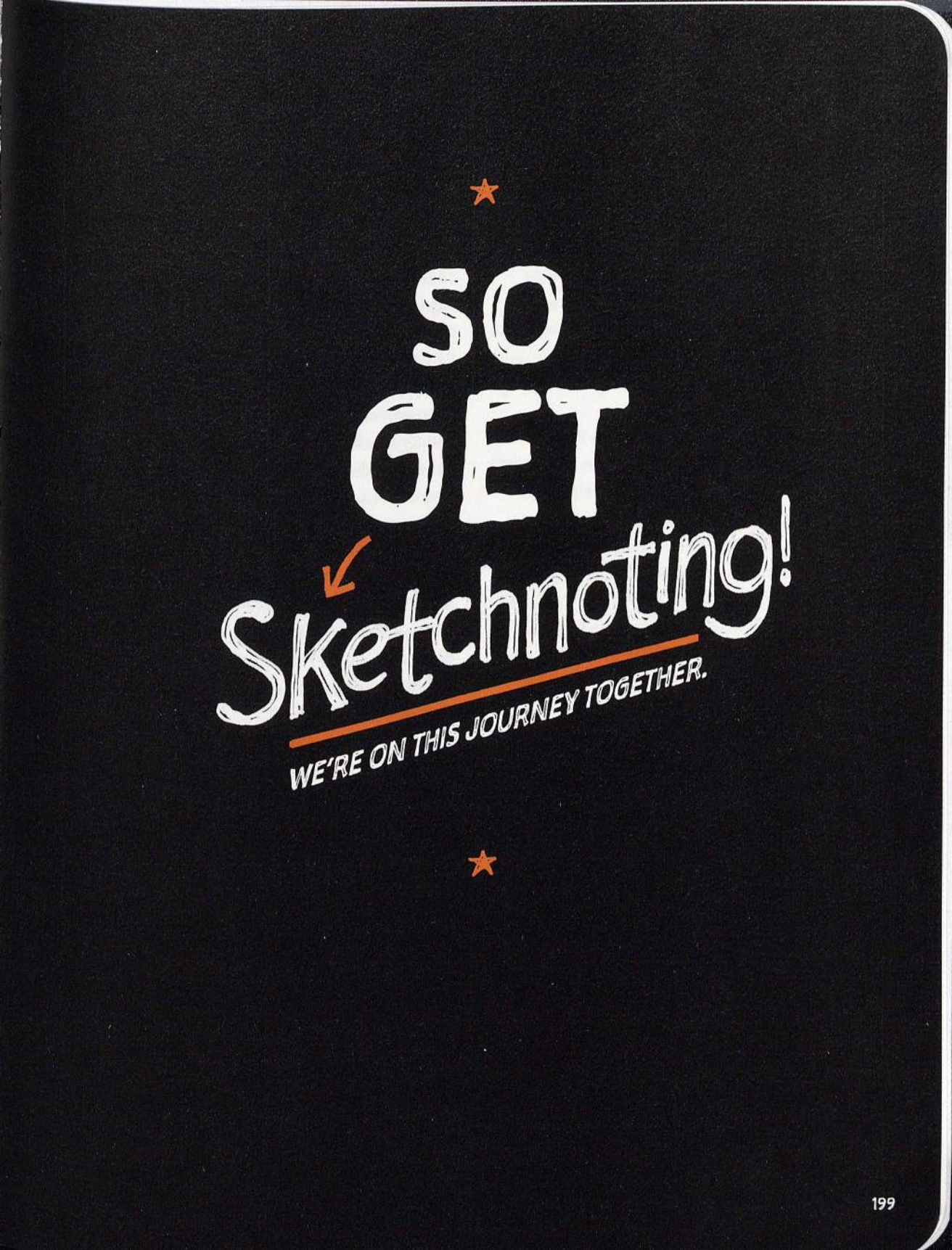
YOU CAN DO THIS.

Yes, you really can!

SO
GET
Sketchnoting!
WE'RE ON THIS JOURNEY TOGETHER.

YOU CAN DO THIS.

Yes, you really can!


SO
GET
Sketchnoting!
WE'RE ON THIS JOURNEY TOGETHER.

INDEX

A

about this book, xiv
active listening, 46
Akah, Binaebi, 22–23
ALL CAPS type, 135, 173
anchoring ideas, 25
arrows, 43, 69, 134, 174
artwork
    art & structure scale, 87–88
    ideas emphasized over, 18–19, 148
    See also drawings
asterisks, 134
asymmetric radial sketchnote, 96
attention, directing, 47

B

backup supplies, 58, 79
Balara, Matt, 91
Berman, Craighton, 24–25
big ideas, 6, 37
block lettering, 169, 171
bold type, 135, 167, 168
book light, 58
Boudwin, Marichiel & Dan, 107
brain
    dual coding theory and, 27–28
    visual maps and, 29–30
brainstorming, 25
Broadbent, MJ, 111
Brown, Sunni, 85, 144
bullet points, 133
bullets, 70, 174

C

caching ideas, 25, 46, 48
cameras, digital, 189
capturing ideas, 6, 18, 42
cartoons, 138, 139
Chew, Boon Yew, 40–41
circles, 16, 150
commentary, 137
concentration, 31, 39
concepts, describing, 8
connectors, 174
containers, 71, 175
c-shape path, 103

D

descriptive text, 133, 134
diagrams, 66–67
digital cameras, 189
digital sketchnotes, 13
distractions
    effect of sketchnoting on, 31
    eliminating and filtering, 47
dividers, 68, 75
doodling
    drawing compared to, 14
    study on memory and, 30
dots, used in drawings, 16, 150
drawing faces, 162–164
    basic elements for, 162
    exercises on, 163–164
drawing metaphors, 182–183
drawing people, 156–161

exercise on, 160–161
Gray method of, 157–159
scaling tip for, 23
star method of, 156
drawing type, 165–171
block lettering, 169
exercise on, 170–171
single-line lettering, 166–167
tips for quickly, 168, 169
triple-line lettering, 168
two-line lettering, 167
See also typography
drawing visual elements, 174–175
drawings
fancy vs. simple, 153
five basic elements of, 16, 149–152, 154–155
ideas conveyed through, 15, 18–19, 34–35, 151
including in sketchnotes, 66–67
skills for creating, 14
See also artwork
drop shadows, 169
dual coding theory, 27–28, 39
dynamic note taking, 38

E

Erb, Veronica, 42–43, 109
Esch, Jessica, 52–53, 85
events, 57–62
arriving early to, 59, 78, 79
gathering materials for, 58
making sketchnotes at, 61
researching beforehand, 57, 78, 79
sharing sketchnotes from, 62, 63
title page for, 60
experimenting with sketchnotes, 20
eyebrows, drawing, 162
eyes, drawing, 164

F

faces
basic elements for, 162
exercises on drawing, 163–164
facial expressions, 162, 164
felt-tipped markers, 187
Finch, Alexis, 54–55, 114, 129
five basic drawing elements, 16, 149–152
exercise on using, 154–155
finding in drawings, 151
fixing/tuning sketchnotes, 62
Flickr site for book, xv, 196
focusing attention, 47
frames in sketchnotes, 43
frustration with note taking, xii, 3
funneling information, 25

G

gel pens, 185, 187
George, Michelle, 80–81
grade school doodles, 14
graphic recording, 191
Gray, Dave, 158
Gray drawing method, 157–159
grid-like patterns, 108

H

handwriting, 8, 68, 173
hard-back notebooks, 145
Hawkins, Erin M., 140
headlines, 133
hierarchies
    creating, 133–134
    elements of, 135
holistic approach, 11
hub-and-spoke structure, 95–96
humor, 138, 139

I

icons, 25, 70, 135, 175
ideas
    anchoring metaphors and, 25
    caching through listening, 25, 46, 48
    connecting with arrows, 43
    conveyed through drawings, 15, 34–35
    emphasized over artwork, 18–19, 148
    focusing on larger themes and, 37
    process for capturing, 42
    sketchnotes built from, 10
Ide-Smith, Michele, 105
illustrations. *See* artwork; drawings
immersion process, 48
iPad and iPhone, 57, 58

K

Keaggy, Bill, 131
kitchen items drawing exercise, 178–179
Kleon, Austin, 112, 118, 162

L

Lamm, Eva-Lotta, 82–83, 97, 144
Lamson, Gerren, 86, 93, 106, 118–119
language, visual vs. verbal, 34–35
larger themes/ideas, 37
lettering
    block, 169, 171
    single-line, 166–167, 170
    triple-line, 168, 171
    two-line, 167, 170
linear sketchnote pattern, 75, 91–94
lines in drawings, 16, 150, 174
listening, 44–51
active process of, 46
author's approach to, 47–49
caching ideas through, 25, 46, 48
keys to process of, 45
naturalness of drawing while, 32
practicing skills in, 50
summary points about, 51
live sketchnoting, 124–126
lowercase handwriting, 173

M

Magain, Matthew, 120–121
maps, visual, 10, 29–30, 39
materials for sketchnoting, 58, 184–187
McDaniel, Cassie, 102
meandering storytelling, 49
memory
    drawing items from, 176
    study on doodling and, 30
    visual maps and, 30
mental cache, 25, 48

metaphors
anchoring ideas and, 25
tips on drawing, 182–183
mind
dual coding theory of, 27–28
holistic note taking and, 11
visual maps and, 29–30
modular sketchnote pattern, 106–109
Moleskine sketchbooks, 7, 58, 184–185
Monlux, Mark, 139
mouths, drawing, 162, 164

N

Newman, Greg, 153
note taking
author's frustration with, xii, 3
feeling of sketchnoting vs., 36–38
visual and holistic approach to, 11
numbering points, 134, 135

O

office items drawing exercise, 180–181
opinions in sketchnotes, 136, 137
organic path shapes, 103

P

Paivio, Allan, 27
panel discussions, 110
path sketchnote pattern, 103–105
pattern recognition, 46, 49
patterns for sketchnotes, 90–116
linear pattern, 75, 91–94
modular pattern, 106–109
path pattern, 103–105
popcorn pattern, 113–115
radial pattern, 73, 95–99
skyscraper pattern, 110–112
vertical pattern, 100–102
PDF documents, 62
pencils
highlighting with colored, 187
pencil to ink approach, 127–129
text-only note taking using, 3
penmanship, 173
pens for sketchnoting, 185, 187
people
exercise on drawing, 160–161
methods for drawing, 156–159
scaling tip for drawing, 23
personality in sketchnotes, 9, 12, 136
personalization of sketchnotes, 136–140
photographing sketchnotes, 61, 79, 188–189
pie charts, 30
planning process, 42
PNG formatted files, 62
pocket-sized Moleskine sketchbook, 7, 184–185
popcorn sketchnote pattern, 113–115
practicing listening skills, 50
presentations
immersing your mind in, 48
recognizing patterns in, 46, 49

R

radial sketchnote pattern, 73, 95–99
real-time sketchnoting, 123, 124–126, 141

recall. *See* memory
recognizing patterns, 46, 49
refining sketchnotes, 43
relaxed note taking, 36
researching events, 57, 79
Reynolds, Timothy J., 113, 142–143
Rohde, Mike, 92, 140, 153
rohdesign.com website, xv
rough-to-refined approach, 130–131
Rowland, Francis, 144–145

S

scanning sketchnotes, 62, 189
Schildt, Bauke, 104, 186
seating considerations, 59
separators, 68, 75, 175
Sewell, Carolyn, 94
sharing sketchnotes, 62, 63, 188–189
Shipton, Chris, 101, 190–191
sign language, 136
signatures in sketchnotes, 71
single-line lettering, 166–167, 170
sketchbooks
  Moleskine, 7, 58, 184–185
  spiral-bound, 23, 82, 186
Sketchnote Army blog, xii
sketchnoter community, xv
sketchnotes
  advantages of, 36–38
  anatomy of, 64–71
  arrows in, 43, 69
  artwork in, 87–88
  bullets and icons in, 70
  containers used in, 71
  creation process for, 57–62, 72–77
  diagrams and drawings in, 66
  dividers used in, 68
  experimenting with, 20
  handwriting in, 8, 68
  hierarchy for, 133–135
  holistic approach of, 11
  how to create, 13
  ideas over art in, 18–19, 148
  key concepts for making, 25
  patterns used for, 90–116
  personalization of, 136–140
  photographing and scanning, 61, 62, 188–189
  planning process for, 42
  real-time, 123, 124–126
  refining the look of, 43
  sharing, 62, 63, 188–189, 190
  signatures for, 71
  structure of, 87–89
  style of, 85–86
  titles for, 60, 64
  tools for creating, 58, 184–187
  two-stage, 123, 127–131
  typography for, 65, 165–171
skyscraper sketchnote pattern, 110–112
smartphones, 188
social media, 61, 188
Soupiset, Paul, 192–193
speech bubbles, 53, 175
spiral-bound sketchbooks, 23, 82, 186
squares, 16, 150
star drawing method, 156
Steed, Kyle, 194–195
stories, connecting, 49
structure of sketchnotes, 87–89

style of sketchnotes, 85–86
subheads, 133
symmetric radial sketchnote, 96
synthesizing information, 25

T

talk bubbles, 53, 175
text, descriptive, 133, 134
text-only note taking, 3
themes, focusing on larger, 37
thinking processes, 85
thought bubbles, 175
three-point sermons, 49
titles, 30, 60, 64
tools for sketchnoting, 58, 184–187
triangles, 16, 150
triple-line lettering, 168, 171
Twitter info for author, xv
two-line lettering, 167, 170
two-stage sketchnoting, 123, 127–131, 141
    pencil to ink approach, 127–129
    rough to refined approach, 130–131
typography, 165–171
    block lettering, 169
    exercise on drawing, 170–171
    hierarchy emphasized through, 135
    including in sketchnotes, 65
    single-line lettering, 166–167
    tips for adding to, 168, 169
    triple-line lettering, 168
    two-line lettering, 167

V

verbal mode, 27–28
vertical sketchnote pattern, 100–102
visual elements
    building a library of, 176
    drawing in sketchnotes, 174–175
visual language, 34–35
visual library, 176–181
    advice on building, 176
    kitchen items exercise, 178–179
    office items exercise, 180–181
visual maps, 10, 29–30, 39
visual mode, 27–28
visual notes, 11
visualizing ideas, 25

W

warming up, 191
website of author, xv
whimsy, 138, 140
Wright, Amanda, 98, 186
written sketchnotes, 13
w-shape path, 103

Z

zigzag path, 103
zone for sketchnoting, 33, 39
z-shape path, 103

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